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Radio Roundup

A weekly service for Directors of
Women's Radio Programs

JANUARY 4, 1946

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U. S. Department of Agriculture

Room 555
821 Market Street
San Francisco 3, California



Radio Round-up

A weekly service for Directors of
Women's Radio Programs

PLANTING PLANS

During January, you'll be hearing about the food and fiber goals that American farmers are going to aim for this year. Behind each crop figure that will finally be announced by the U.S. Department of Agriculture has been a study of demand for the product both at home and abroad, purchasing power, production possibilities...even the weather.

First, let's consider probable demands this year for farm products. In 1945 the people in the United States consumed about 78 percent of the total volume of agricultural commodities produced in this country. About 10 percent went to our military services, and about 12 percent was exported.

Domestic as well as foreign demands are expected to continue strong. During the war, over-all per capita consumption in the United States was 8 percent above the pre-war level. However, people could not get all they wanted and rationing was necessary for many foods. It is even estimated that with the high consumer incomes prevailing in the war years, our per capita consumption would have been up 10 percent instead of 8 percent if demands had been fully met. Since the end of the war, domestic purchasing power has actually been going up.

Foreign food shipments

There is a tremendous need for agricultural products in other countries of the world. Great Britain has not been able yet to make any significant improvement in the relatively nutritious but monotonous diet of the war years. In some urban areas of Europe, people are eating only half...or less...the calories we do. The needs of the Far East are immense...especially for rice and grains. It's true that all arrangements have not yet been made for moving the volume of foods asked for in 1946 goals. Prospects of food exports in the present year and in 1947 are largely dependent on financing programs that have been completed or are currently being arranged, but at least the United States can look to no sharp drop in export demand for many months to come.

Then there are those production possibilities mentioned. Yields per acre have been very favorable during the war period. Yields might be lower this coming year, so the Department of Agriculture couldn't gamble on this possibility by lowering certain goals. Then there was the problem of livestock feed. Reserve supplies of feed grains are low. The livestock, dairy and poultry goals had to be tempered in light of the current feed supply and prospects for 1946. Goals were also considered in view of the prospective labor...also supplies of machinery, seed and fertilizer.

So after the U.S. Department of Agriculture had made a survey of demand and possible production they recommended goals to the states. In general, these goals are as high as during the war years. In December 1945, department representatives in the States, people from state colleges of agriculture, farm organization officials, growers and producers met to discuss local plans and goals. By the first of January, these state people sent back to the Department of Agriculture in Washington their suggestions or revisions. When all the recommendations are considered, the final goals will be announced.

TO THE DAIRY COUNTER

With the exception of butter, dairy products will be in about the same supply for civilians the first quarter of this year as it has been during the past three months.

The U. S. Department of Agriculture, in announcing the dairy allocation for this period, said there'll be less butter because supplies are at the seasonal low. U.S. civilians are now getting the major part of the butter supply. Virtually all butter made during the coming three months is for civilians and there are also some surplus stocks recently sold by the government but not yet distributed by the trade. Very little butter has been allocated to military agencies this quarter because the armed forces bought sufficient stocks during the flush season last year to cover their needs until April, 1946, minor quantities will go to U.S. Territories and to some other countries under export license.

Plenty of cheese

There will be a total of 150 million pounds of American (or cheddar) cheese for civilians...which is the same quantity as allocated during the October-December quarter. About 65 million pounds of other types of cheese will be available.....more than in the past quarter. During this period, when less cheese is being produced, purchases for export will be relatively small. And with the exception of small local purchases, military agencies are not expected to be in the market during this quarter.

Canned milk at home and abroad

There will be ample supplies of both evaporated and sweetened condensed milk for civilian use during the January-March quarter. The actual allocation of evaporated milk is lower than last quarter, but trade channels have supplies sufficient to meet expected demands. Nearly 400 million pounds of canned milk are allocated for foreign export, including more than 300 million pounds for countries aided by UNRRA. Part of these allocations can be met from military stocks.

Export demands are large for dried milk products

A total of 85 million pounds of non-fat dry milk solids is allocated for civilian use during the present quarter in addition to 10 million pounds of dry whole milk. These dried milk products are used chiefly in bakery goods, prepared puddings, cake and ice cream mixes. The allocation for them is about the same amount civilians actually used in the last quarter. Export demands continue large for these products and what was allocated to Great Britain, France and UNRRA claimants will be met, in part, from military supplies.

No allocations have ever been made for fluid milk or cream.

CHEESE PRICE RISE

The pound of cheddar cheese you buy after January 31, will probably retail about 5 cents higher than at present. Reason is that the U.S. Department of Agriculture is terminating the present subsidy payment of three and three-quarters cents a pound on this type of cheese. The action is in accordance with the schedule for subsidy terminations announced last November 9 by Judge John C. Collet, stabilization director.

Because this payment is to end, the Office of Price Administration is authorized by the stabilization director to make corresponding increases in the ceiling prices on cheddar cheese. But even with the rise in price of cheddar cheese, the over-all cost of living will not be appreciably affected. OPA points out that purchases of cheddar cheese now account for only 65/100 of one percent of living costs.

The subsidy went into effect December 1, 1942 at a time when prices of cheddar cheese were relatively lower than prices for most other major dairy products made from whole milk. To maintain adequate production of this cheese for civilian, military and export needs, the subsidy was paid to manufacturers instead of adjusting ceiling prices upward. This enabled the cheddar cheese factories to pay farmers prices for milk comparable to its value when used in other types of manufactured dairy products. The subsidy program, which will continue through January, and the revised ceiling regulations will contain provisions to prevent profits on inventories of cheddar cheese which might otherwise accrue as a result of the price increase February 1.

RECIPE FOR RUSTICITY

If you live in a part of the country where forest products are available.... some of your listeners may plan to beat the housing shortage by building a log cabin.

Tell 'em they can get some good ideas as well as directions for doing the work in a new bulletin from Forest Service of the U.S. Department of Agriculture. It's called "Building With Logs."

The bulletin has a section on building plans for two and three bedroom log residences as well as the traditional summer cabin.

The technical information on building with logs will be useful to the person who's having a log cabin or residence built as well as to the one who's doing the actual building. It covers such problems as building the foundation.... preparing the logs...hewing shingles by hand...calking...chinking...interior wood finishing.

There's a section on rustic furniture too.

There are directions for making much of the furniture a log house would need...chairs and stools...bed and bunk...chest and buffet...dining table...settee...book rack...and wood nod.

Anyone interested in "Building With Logs" may obtain a copy free by writing Forest Service, U.S. Department of Agriculture, Washington 25, D.C.

GLAD HATTER

Here's a note for the gals in your listening audience who have a weakness for hats...and are likely to have old felt hats available.

These discarded numbers can be cut down and reshaped into this season's models. The younger set especially can make them into calots. These "beanie" caps can be made all in one piece or in four to six sections....the sections being sewed, or laced together with strips of felt or leather.

Old felt...not too badly worn...has many uses, says Clarice Scott, clothing specialist of the U.S. Department of Agriculture. It can be made into such useful articles as bedroom slippers, mittens, dress belts and skirt suspenders. If you're wondering how a hat will yield the long strips of material for these suspenders...just cut around the brim and keep cutting round and round. The circular piece obtained can be straightened by steam pressing it. You may need the material from two hats to make the suspenders the width and length desired, but felt can be easily pieced. And if both hats are not the same color, contrasting colors may be used. Teen-agers will also find that discarded felt hats make fine lapel and hat decorations.

Felt is easy to work with

Since the fabric is matted together rather than woven, it can be stretched, shrunk or shaped to ones liking with the aid of homemade molds and steam pressing. Caution against a too vigorous stretching of felt because the material might burst.

As for cleaning...a stiff brushing will put felt that's not too badly soiled in good condition. Dry cleaning solvent, a fine sandpaper or soap suds will take out most spots. Washing should only be used as a last resort, because soap suds take out the sizing which gives body to felt.

When cutting an article out of felt, Miss Scott advises that you allow for roominess and length. The felt may be sewed by hand or machine. And it will need to be reinforced where there's any strain.

CITRUS PRICE LINE

The fact that ceiling prices went back on citrus fruits January 5, is no sign that this fruit is in limited supply. The total citrus crop is very favorable.

In fact, ceiling prices were suspended last November 19 because supplies of fresh and processed citrus products were considered ample to fill all expected demands. Then at the start of the suspension period, unfavorable harvesting weather in Florida limited shipments. Transportation shortages affected the movement of oranges and lemons from California. This cut in market supplies, plus a strong holiday demand resulted in prices somewhat in excess of pre-existing ceilings. Most noticeable gains in price were on the preferred grades and sizes...particularly for California naval oranges and Florida tangerines, which were just beginning to come to market seasonally. Because of these price increases, ceilings were re-imposed.

GUIDES FOR THE FREEZER BUYER

Household equipment specialists of the U. S. Department of Agriculture have some buying pointers you may want to pass on to families in your listening audience who plan to purchase home freezers.

The size of the freezer should depend---not only on the number of the family ---but where they live and how they expect to use the freezer. Generally, farm families need larger freezers and more storage space than city people.

Most farm families---especially those who do their own butchering will want a walk-in unit that combines both freezing and storage. A minimum of 5 cubic feet of frozen food storage per person is recommended for farm homes. Where a relatively small part of the family's food comes from the freezer...about 3 cubic feet of space per person is a good average.

The cost of the freezer can be estimated on the basis of OPA ceiling prices to consumers. Right now, the average cost of a 15-to 18-cubic foot freezer is about \$50 per cubic foot.

Larger freezers are less expensive per cubic foot. Smaller ones cost more. Some farmers are planning to save by building their own freezing and storage units, buying the refrigerating system and materials, and doing most of the carpentry.

Whether the freezer has a side or top opening will make little difference in the long run...say the equipment specialists. So far freezers with top openings cost a little less and have proved slightly more economical in operation. Most users consider the side opening more convenient. Both types are being improved all the time.

Good management of the freezer calls for continued turnover. The greater turnover in the freezer...the lower will be the cost per pound of storage. It's a good rule---say the specialists---to use up one season's crop before the next one is stored.

THE GRAVY TRAIN

Of course, every homemaker, from brides to grandmothers know that gravy is made from meat drippings. But many of them don't know that excellent gravy may be made from bones and the meat trimmings which are cut from chops, steaks or roasts before cooking.

These bones and trimmings should be simmered in water for several hours, then strained and stored in the refrigerator until such a time when the homemaker wants to serve gravy, but has no meat drippings from which to make it. This meat stock supplies a meaty flavor, fat and liquid to the gravy.

The cooked marrow from large bones may also furnish the foundation for a richly flavored gravy. Just simmer the bones until the marrow is thoroughly cooked, scoop out the marrow and save it, well-covered, in the refrigerator.

CORN COMES TO THE TABLE IN MANY FORMS

In a talk made before the 50th Annual Congress of American Industry in New York, Secretary of Agriculture Clinton Anderson brought out a few facts about corn we think your listeners might find interesting.

In speaking of the amazing feats accomplished under difficult conditions by agriculture during the war, Secretary Anderson touched on the research work which helped to make these feats possible. "Research," he said, "that had been in progress for many decades paid off in better plants and animals, better control of pests and diseases, better understanding of soil management and use of fertilizers...in short, bigger and better production."

As an example, he cited the case of hybrid corn. For forty years, he said, agricultural plant-breeders have been working to produce stronger, higher-yielding breeds and types of corn. They have succeeded so well that during the war the Corn-Belt farmer was able to grow five ears of corn on the same land and with the same effort that formerly yielded only four.

But here is the important fact which the Secretary brought out. Even though many homemakers take such things for granted, "corn is the most important single basic source of food in this country. The meat, the milk and eggs on your table consist partly of corn that has been converted by the animal nature of the hog, the cow and the hen. It was that extra ear of corn, produced by research in hybridization that helped the American farmer turn out year after year record-breaking production."

LET'S TALK ABOUT BREAKFAST

Many American breakfast tables look the same, morning in and morning out.... the same foods, served up on the same dishes. Really, it's no wonder a good many Americans don't care much for breakfast, and the children say, "I don't have time to eat this morning."

One good way to increase the family's interest in the morning meal is to vary the menu every day. There are many foods, not often eaten by many families, which make excellent breakfast tempters.

For instance, there's broiled tomatoes, served with the usual bacon and eggs, or sausages. There's hash brown potatoes, either plain or spiced with a bit of finely chopped onion or parsley. There's hot tomato juice, instead of the usual cold. When it comes to cereals, the addition of prunes, dates or raisins is not only a sugar-saver, but helps to add zest and more vitamins and minerals to the meal. In the toast section, French toast, or cinnamon toast always make a hit, and they aren't much trouble. For special...or those leisurely Sunday breakfasts, broiled or fried fish is an old favorite among the British, and creamed sweetbreads.

MARKET PANORAMA

Los Angeles

BEST FRUIT BUY..... Small size oranges
IN MODERATE SUPPLY..... Apples, avocados, grapefruit, grapes, lemons
IN LIGHT SUPPLY..... Tangerines, pears
BEST VEGETABLE BUYS..... Potatoes, carrots, cabbage, celery, lettuce, tomatoes,
cauliflower
IN MODERATE SUPPLY..... Brussels sprouts, eggplant, onions, spinach, turnips,
summer squash, parsnips
IN LIGHT SUPPLY..... Beans, cucumbers, rhubarb

San Francisco

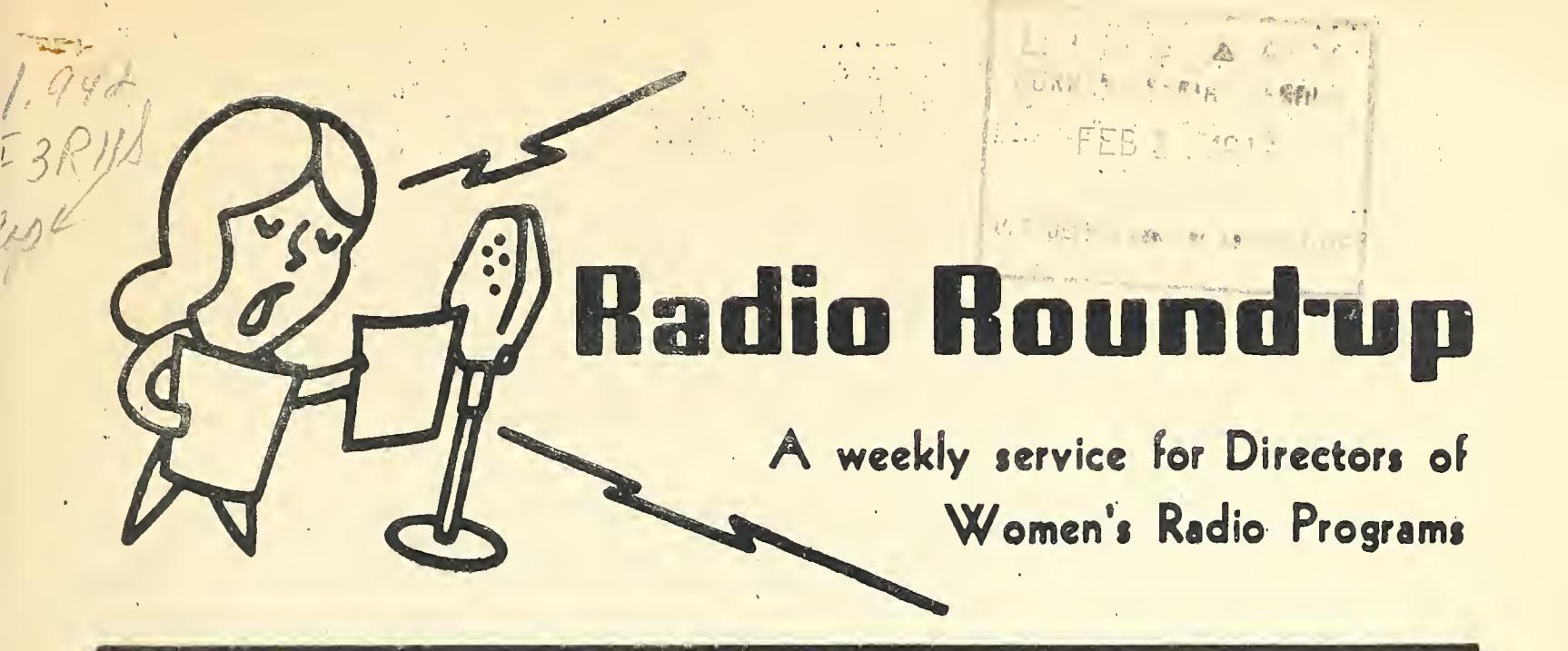
BEST FRUIT BUYS..... Grapefruit, small size oranges
IN MODERATE SUPPLY..... Lemons, tangerines, pears
IN LIGHT SUPPLY..... Apples, grapes (best at ceiling)
BEST VEGETABLE BUYS..... Cauliflower, lettuce, potatoes
IN MODERATE SUPPLY..... Tomatoes (slightly lower), bunched vegetables, cabbage,
celery (slightly higher)
IN LIGHT SUPPLY..... Artichokes (slightly lower), eggplant, onions (slightly
higher), peas, peppers, hard and soft squash, spinach,
string beans (almost off the market)

Portland

BEST FRUIT BUYS..... Grapefruit, small size oranges
IN MODERATE SUPPLY..... Tangerines, pears
IN LIGHT SUPPLY..... Apples, grapes, avocados, bananas, cranberries,
pineapples
BEST VEGETABLE BUYS..... Cauliflower, potatoes
IN MODERATE SUPPLY..... Brussels sprouts, cabbage, celery, lettuce, spinach,
tomatoes, winter squash, bunched vegetables, topped
vegetables
IN LIGHT SUPPLY..... Onions, eggplant, cucumbers, mushrooms, peppers,
summer squash, artichokes

Seattle

BEST FRUIT BUYS..... Small size grapefruit, small size oranges
IN MODERATE SUPPLY..... Lemons, tangerines, Satsuma oranges, apples,
avocados
IN LIGHT SUPPLY..... D'Anjou pears (ceiling), bananas
BEST VEGETABLE BUYS..... Cauliflower, spinach, homegrown Hubbard squash
IN MODERATE SUPPLY..... Cabbage, carrots, tomatoes, sweet potatoes, rutabaga,
beets, parsnips and turnips (slightly higher)
IN LIGHT SUPPLY Celery (higher), lettuce (ceiling), broccoli (higher),
onions (ceiling)



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JANUARY 11, 1946

I N T H I S I S S U E

IT'S IN THE DRINK

SIR JOHN ARRIVES

FISH CAKES HOT

SWEET POTATO SPECIAL

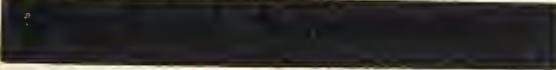
HEADLINERS

NEWS OF CURLY TOPS

I.Q. FOR THOSE WHO SEW

FORTY SIX TURKEYS

WHAT'S NEW IN PEANUT BUTTER

U. S. Department of Agriculture

Room 555
821 Market Street
San Francisco, California

IT'S IN THE DRINK

In the December 29 issue of Round-Up, we explained that butter is short because people are getting their butterfat in the form of other dairy products. You might be interested to know that sales of coffee cream, whipping cream, ice cream...and even fluid milk itself...have particularly gained in momentum since the war ended. Heavy use of these dairy products is due to the removal of sales restrictions and to continued high purchasing power. And since all these products compete with butter for milk supplies, they cut down chances for improvement in the butter situation.

While complete figures are not yet available, the U.S. Department of Agriculture estimates that in the last four months of 1945, milk consumed as coffee cream increased five to 10 percent, compared with the same period in 1944. Since the ban on retail sales of whipping cream was removed last September, whipping cream has accounted for an additional 35 to 40 percent gain in cream sales. Milk going into ice cream during the last four months of 1945 increased 30 to 40 percent over the corresponding period of 1944.

There are also other competitors for the available supply of butterfat. Industrial users, such as manufacturers of candy, bakery mixes and soups have contributed to the short butter situation. And at present these users are paying higher prices for cream than can be obtained from the manufacture of butter.

SIR JOHN ARRIVES

Sir John Orr has appeared on the Washington scene to take over the leadership of FAO...the International Food and Agriculture Organization. The new director general made his first formal address before a group in the auditorium of the United States Department of Agriculture.

Secretary of Agriculture, Clinton P. Anderson, welcomed the new director. He referred to him as a vigorous worker in the field of agriculture....a man who had done his own farming...a nutrition expert who had just been elected to Parliament.

The new director general stated that the work of FAO will be much like that of the United States Department of Agriculture in the field of science. He reviewed the development of FAO from the Atlantic Charter to Quebec. FAO, he said, is just new-born...it scarcely breathes. As yet, nothing has been accomplished. The first job is to get a picture of the world food supply and of world food needs...and the same story on fish and forest products. The FAO must send its missions to the countries that are agriculturally backward.

There are lots of FAO objectives...but the main one is to bring about food on a health standard for all the world, and to lift the people who produce it out of poverty. "I feel very strongly about this health question," said Sir John, "because the welfare of the people should be the aim of all government organizations." By carrying out all of the objectives, he believes that we will solve many of the social and economic difficulties that have baffled us for years.

FISH CAKES HOT

According to U.S. Department of Agriculture reports, stocks of frozen cod fillets are at an all-time high in most of the nation's fish markets. Possible exceptions might be markets in West Coast and South Central States.

These fillets are not to be confused with the old-fashioned salted variety of cod. The salted fish is available, of course. But the fillets are frozen fresh cod, and the white flaky meat can be used in most recipes calling for fresh or frozen fish.

You might like to suggest cod fillets in a chowder, in a creamed dish, baked with vegetables or creole style. And here's a quickie preparation idea. Mix cooked flaked codfish with mashed potatoes. The proportions are one cup of fish to one or two cups of mashed potatoes. Shape the mixture into patties, roll them in flour and saute until a golden brown. These cakes may be served plain or with tomato sauce.

SWEET POTATO SPECIAL

Market demands for sweet potatoes have been exceeding supplies, and prices for good quality "sweets" are holding at ceiling. Carlot shipments, in fact, are running ahead of last year by about 10 percent, though production was less. This means that storage supplies, which normally last through May, might be exhausted earlier than usual.

Harvesting of sweet potatoes was completed in November and all supplies are now coming from storage. Since the first of December all sweet potatoes you buy are cured. That is, they have been held at a high enough temperature and high humidity to seal any skin breaks. This curing process, which does not affect eating qualities of the potatoes...does prevent mold spores from entering and thus reduces loss through decay in storage.

HEADLINERS

Supplies of cabbage are ample if you're casting about for a vegetable note at dinner. Storage stocks of fall cabbage are pretty well depleted, but the new crop is beginning to move to market. Texas and Florida are shipping almost three-quarters of the new cabbage now available.

Remember that vitamin C is the proud boast of cabbage. Raw cabbage is a top class vitamin C food along with citrus fruits and tomatoes. One cup of raw cabbage furnishes nearly half of the day's needs of this vitamin. Cabbage also adds to the day's supply of B vitamins...and calcium for the mineral score. The greener outside leaves especially of new cabbage, offer vitamin A.

Stress the point that air, water and heat rob cabbage of vitamin C. So fresh cabbage should be served promptly. As for cooked dishes, the job should be done quickly. Five to 10 minutes of boiling does the trick for shredded cabbage. And 10 to 15 minutes is adequate for quartered cabbage.

NEWS OF CURLEY TOPS

Salad enthusiasts might well give some attention to escarole these days. The nation's supply of this salad green is ample. Eastern markets are getting their stocks principally from Florida...with California and Texas contributing to markets in their regions and to some extent the Eastern area. The chief reason for improved supplies this year is that the yield per acre is greater in Florida.

Escarole...a type of endive...is a member of the dandelion family. It much resembles lettuce in formation. Differences are that the leaves are more elongated, more finely cut, and curly, and tougher in texture than those of lettuce. The leaves form a loose rosette and are usually bleached in color at the core of the head while the outer edges are a dark green.

Escarole is a valuable source of vitamin A, often slighted in winter meals.

I.Q. FOR THOSE WHO SEW

In home sewing...the gal with a high "job management I.Q." has the equipment she needs to do the work well, and she has it arranged conveniently. You can help the home seamstresses in your listening audience find their "job management I.Q." by telling them about a score card worked out by Julia Breeke, North Dakota extension specialist in clothing. In Miss Breeke's rating, the home seamstress may score as high as 150 points.

Here's how the points are awarded

Five points each for a sewing machine that's (1) in good working order; (2) oiled regularly; and (3) placed for good lighting.

Ten points if the home seamstress has a good place for cutting. Ten points if she has a cabinet to store small equipment in. Five points if she has only a small box for this equipment. Ten points for good pincushions filled with sharp-pointed, rust-proof pins and with correctly-sized needles. Five points each for large shears and pinking shears.

A well-made tape measure counts five points. A shirt-marker is good for three points...and a yardstick for two points. The home seamstress who has a chest of drawers for storing sewing materials..fabric and bindings..can add 10 points to her score. She gets another five points if she files her patterns in a box where she can find them easily. A dress form is worth another 10 points. And she can put another 10 points on her score if she has a full-length mirror in the sewing center.

A clothes closet and hangers near the sewing center count for 25 points. The iron, ironing board and other equipment...conveniently near the workcenter...run the score up another 20 points. Equipment for ironing should include a sleeve board, a spray or pan for water, a pressing cloth, and a pad for pressing shoulders ...picturesquely called a tailor's ham.

FORTY SIX TURKEYS

For the first few months of 1946, we'll find plenty of turkeys on the market, according to the U.S. Department of Agriculture. So even though the holidays are over, and most American families have done well by the festive birds, there will still be plenty in the months to come.

On December first, storage holdings of turkeys amounted to 75 million pounds ...an all-time record, and more than three times the average pre-war storage holdings of turkey at this date. The bigger birds occupy most of the turkey storage space...those weighing 20 pounds or more. These birds are larger than most families can use, but to meet the needs of these families; many of the large birds will be cut up and sold by the piece or by the pound at meat counters. Some markets may continue to offer half-turkeys, as well as cut-up turkeys. The big birds, sold whole, are favored by the hotel, restaurant and institutional trade.

WHAT'S NEW IN PEANUT BUTTER?

Scientists of the Georgia Experiment Station have been doing considerable research on how to improve the quality of peanut butter. And one of the possibilities they've suggested is...peanut butter by the brick. The present shortage of glass jars may encourage manufacturers to use this form. The Georgia men have found that peanut butter can be made with a firmer, less sticky consistency which will hold its shape in a mold, just as creamery butter. When stored chilled in a sealed, water and grease-proof wrapper, bricks of peanut butter keep well. A special advantage offered by the bricks is that they can be sliced easily for sandwiches.

New ways of flavoring peanut butter were also tested by the Georgia scientists. They found that sweetened peanut butter was especially good for molds or bricks when flavored with orange, with chocolate and vanilla, and with malted milk and vanilla. They also made desirable mixtures with peanut butter and sweet pickle flavor, with chili flavor, and with raisins.

FOOD NOTES FROM FAR AND NEAR

APPLES.....King Solomon hailed the apple as a fruit of healing, and perhaps that's where our "apple a day" saying originally sprang from.

Apples are the oldest known fruit. The first orchard in the United States was planted by missionary fathers in what is now Central New Mexico. Seeds were carried to the Northwest and Canada, and the early settlers introduced apples into Massachusetts and Virginia.

The cultivated apple tree is at its prime when about 50 years old. It will bear fruit for considerably more than 100 years.

MARKET PANORAMA

Los Angeles

BEST FRUIT BUYS.....Grapefruit
IN MODERATE SUPPLY.....Oranges, tangerines, avocados, limes
IN LIGHT SUPPLY.....Lemons, Cuban pineapples, bananas, pears, apples, Emperor grapes
BEST VEGETABLE BUYS.....Lettuce, cabbage, potatoes, cauliflower
IN MODERATE SUPPLY.....Tomatoes (lower), broccoli, sweet potatoes (best at ceiling), bunched vegetables, carrots, mustard greens, celery (slightly higher)
IN LIGHT SUPPLY.....Onions (ceiling), summer and winter squash, green onions (high), eggplant, artichokes, beans, peas, Brussels sprouts, peppers (high)

San Francisco

BEST FRUIT BUYS.....Oranges and grapefruit
IN MODERATE SUPPLY.....Avocados, pears
IN LIGHT SUPPLY.....Apples, grapes (ceiling)
BEST VEGETABLE BUYS.....Broccoli, cauliflower, celery, lettuce, potatoes, soft squash
IN MODERATE SUPPLY.....Artichokes, tomatoes, bunched vegetables
IN LIGHT SUPPLY.....Eggplant, onions, peppers

Portland

BEST FRUIT BUYS.....Oranges, grapefruit
IN MODERATE SUPPLY.....Tangerines, apples, pears
IN LIGHT SUPPLY.....Lemons, grapes
BEST VEGETABLE BUYS.....Cabbage, cauliflower, potatoes, rutabagas, parsnips
IN MODERATE SUPPLY.....Celery, spinach, carrots, beets, turnips, Brussels sprouts, green onions, broccoli
IN LIGHT SUPPLY.....Onions

Seattle

FRUIT IN MODERATE SUPPLY...Oranges, grapefruit, lemons, tangerines, apples, avocados
IN LIGHT SUPPLY.....Grapes, pears
BEST VEGETABLE BUYS.....Cabbage, cauliflower, lettuce
IN MODERATE SUPPLY.....Celery, broccoli, Brussels sprouts, potatoes, spinach, sweet potatoes, carrots, beets, rutabagas, turnips, parsnips
IN LIGHT SUPPLY.....Green onions, radishes, eggplant, hard squash, peppers

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Radio Roundup

A weekly service for Directors of
Women's Radio Programs

JANUARY 18, 1946

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WITHIN THE CITRUS SPHERE

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COLD FACTS

ON THE BEAM WITH BREAKFAST

HAPPY NEW YEAR CROP REPORT

A LA RICE

RICE IN THE POT

MORE LIGHT ON THE FARM

FISH IN STORAGE

MARKET PANORAMA

FAT CHANCES

Production of margarine, lard, shortening, mayonnaise, salad dressings and other edible fats and oils is expected to be higher this year than last. But even while civilians will have more of these products in 1946, they'll still be limited to about 90 percent of the pre-war level.

The civilian allocation of edible fats and oils....excluding butter.... for the January-March quarter is a billion and some 47 million pounds. This is only slightly more than the supply we had the last three months of 1945, and less than we had the first three months last year. The output of edible fats and oils is usually higher the first part of the year. Normally this is a peak period for hog marketing, and the harvest of vegetable oil crops is completed; so we might expect a large allocation at this time. However, since stocks of lard and other fats and oils at the beginning of 1946 are considerably lower than those of a year ago, there is a need to begin rebuilding reserves. As you know, we had to rely chiefly on domestic production rather than imports last year. Exportable supplies in other countries were needed to fill emergency requirements in liberated areas.

Foreign shipments increase

Slightly more fats and oils are being made available for foreign shipments these first three months of 1946 than in the final quarter of last year. The increase in our foreign shipments is possible at this time because of the improvement in production and the smaller military requirements. For 1946 as a whole, it is estimated that the amount of fats and oils to be supplied by the United States...plus other imports and amounts available internally...will provide Western European countries with considerably less than 80 percent of their pre-war consumption. Countries supplied by UNRRA will probably receive a smaller percentage than the Western European countries.

Our allocations for commercial export are also greater than in the fourth quarter of 1945. This represents a step in the direction of return to normal trade channels.

Though cooking fats and oils are no longer on the ration list, manufacturers are carrying on a rationing system of their own to maintain a fair distribution across the country. And manufacturers are required to pack their products in the same size containers they used in 1944 and 1945. This action was taken by the U.S. Department of Agriculture so that each of the needed sizes of packages would be available in the proper proportions, and so that there would be about the same distribution among institutional, household and industrial users as there was during rationing.

WITHIN THE CITRUS SPHERE

There's good news from the citrus front...a record large crop is rolling into the market. This is mostly due to the 21 percent increase in grapefruit production over the 1944-45 crop. Early and midseason orange production is expected to be slightly larger than last winter's. This bumper crop of citrus fruit is especially welcome now because of the short supplies of other fruits. Furthermore, citrus rates high for its own inherent deliciousness and the wealth of vitamin C it contains. And since sugar is still tightly rationed, oranges and tangerines deserve a citation for the help they offer in the "something sweet" line.

Most people know that orange juice is a high-powered drink because of its vitamin C content. Nutritionists of the U.S. Department of Agriculture say, however, that many do not realize that all the familiar citrus fruits are bountiful sources of this vitamin. A half glass (four ounces) of orange or grapefruit juice will go far toward supplying a day's need of vitamin C. This is true too of half a grapefruit, a whole orange, or a couple of tangerines, or lemons. Remember this, though...the pulp as well as the juice contains vitamin C. So there's vitamin thrift in serving citrus juice unstrained, and even higher vitamin economy in eating citrus fruit out of the hand, so to speak, or simply halved or sectioned.

How to keep the vitamin C

Heat and air are enemies of vitamin C, and the homemaker should take special care to keep them under control. For this reason, nutritionists advise cutting or slicing citrus fruit as near as possible to serving time. And here's good news for the busy homemaker who finds it a time-saver to squeeze the citrus juice for breakfast the night before. It will lose very little of the valuable vitamin C, even if stored for as long as 24 hours, provided it's kept cold and covered. And it's still better if there's very little air space between the juice and the container top, so the container should be chosen according to the amount of juice to be stored.

Oranges and tangerines have wonderful dessert possibilities, too. Home economists of the USDA suggest, for example: In making an orange gelatine dessert, if orange sections are used, in addition to the orange juice, the sugar content may be reduced a third, or even a half. And here's a sweet salad everybody will like...bits or slices of oranges or tangerines mixed with slaw, or combined with grated carrot. This is another way of providing a touch of sweetness and still saving sugar.

WHO HAS THE ONION?

A dash of onions...with the accent on "dash"...is the current order if you're using this popular vegetable for seasoning. Many of the nation's grocery stores have few or no onions to offer.

One reason for this is that we're at the seasonal low for onion shipments. We're drawing on storage stocks from the crop harvested last fall, and there'll be no additional supplies until new onions start moving to market from Texas the latter part of March.

The onion crop was only a little above average last fall...certainly not in the record-breaking 1944 class. Still, shipments moving from storage have been about the same as last year. But there was a limit to our storage stocks, and it seems that weather conditions of the northern producing areas affected a quantity of the onions ready for storage. This resulted in winter decay in storage and some of the supply has been reduced.

At present, the strong consumer demand...coupled with army requirements for camps and hospitals...has complicated the retail supply picture. There just won't be any great relief until that Texas onion crop starts going to market.

COLD FACTS

Wintertime brings many problems to many people...and to those who store and transport fresh fruits and vegetables, cold weather is often a formidable enemy. Old man winter forces them to take many extra precautions, such as shipping in cars with heater service, placing paper, straw or hay around the inside walls of trucks, plus tarpaulins over the top...and so on. Furthermore, it requires extra careful handling of produce that's been damaged by cold, to prevent deep bruising. USDA's Agricultural Research Administration has made careful studies of this problem, and has published a booklet of helpful suggestions regarding methods of avoiding loss from freezing to as great an extent as possible. For instance, a temperature of about 40 degrees has been found best for thawing onions, apples, and potatoes that have been frozen, while 60 or 70 degrees favors decay.

And by the way...the homemaker who keeps a few baskets of fruit or vegetables on the back porch, and comes out some cold morning to find the contents frozen, will do well to remember this particular fact...the results will be far better if she lets them thaw at a moderate temperature, instead of bringing them right into the warm kitchen. Incidentally, certain foods such as apples, cabbage and carrots, can stand temperatures down to about 20 degrees without much damage.

The results of this research by USDA, combined with extra care by shippers of fruit and vegetables, is helping to keep the markets supplied with good food for our dinner tables.

ON THE BEAM WITH BREAKFAST

Have you said anything to your listeners lately about the importance of a good breakfast? This meal was strongly stressed during wartime, when so many Americans were working in war plants, or on harder-than-usual jobs, and needed every bit of the energy that comes from well-planned meals. Many people who never gave a thought to good nutrition before have become very conscious of it in recent years, and this interest should not be allowed to diminish.

Not everyone realizes that there are usually at least 12 hours between supper and breakfast. And, of course, energy is required even for sleep... the average worker uses 500 calories of energy while sleeping, and another 500 calories in the waking hours between supper and breakfast. This means 1000 calories, or about one-third of the daily requirements, and certainly indicates that a good breakfast is necessary to refuel the body. Analysis of accidents in industrial plants has shown that the greatest number happen between 11 A.M. and noon... and that in the majority of cases, little or no breakfast had been eaten by the workers who had the accidents. Checks have been made on the efficiency of office workers too, and have shown that an inadequate breakfast leads to less efficiency, greater nervousness and fatigue.

Incidentally, among the foods listed as being in plentiful supply throughout the greater part of the United States during February are oatmeal, eggs, canned citrus juices and fresh citrus fruits. You'll note that these add up to a good breakfast, and a mighty good way to start the day.

HAPPY NEW YEAR CROP REPORT

The first crop report of the year, issued by the USDA's Bureau of Agricultural Economics, is most encouraging, in view of the world-wide demand for food and more food. It's expected that farmers will make every effort to maintain the relatively high production of the past four seasons. Furthermore, they'll have several advantages in 1946. A better supply of labor, more machinery, more fertilizer, and an adequate seed supply. As of January 1st, except for the Great Plains Area, weather conditions seem likely to be favorable in most sections of the country.

Undoubtedly, a relatively large proportion of the land available for crops will be used in 1946, especially if the spring planting season is favorable. The domestic and world demands for food and fiber... plus the expected good prices... make it probable that American farmers will utilize practically every acre of productive land.

A LA RICE

There's about the same amount of rice allocated for civilian use during the first three months of 1946 as was allocated in the same period last year. Civilians will be getting about a third of the supply available for distribution this quarter of the year. The remaining supplies have been allocated to U.S. Territories, Cuba, to our military services, regular export customers and the Far East.

As you may know, rice is now short the world over. The major producing and exporting areas are in the Far East, but their supplies are far below normal. While rice production in the United States last year was at a record level, our crop is only one percent of the average world total. Still we're going to help meet, as far as possible, the acute needs of rice-consuming countries.

You may be interested in some figures on the distribution of our rice for the January-March period. The total supply of rice available for allocation this quarter is estimated to be about five and a half million bags (100 pounds each). The civilian share of this is slightly under two million bags. This is less than the allocation for the final quarter of 1945, but this is not surprising, because the last part of the year is the seasonal peak for rice shipments. Another million, 700 thousand bags will go for commercial export and shipment to U.S. Territories, Cuba and other regular customers. Over half a million bags will go for military use. The remaining stocks are scheduled for the Philippines and UNRRA...primarily for use in China. No allocation has been made to European countries this quarter.

RICE IN THE POT

Here are some tips on cooking rice from the U.S. Department of Agriculture, which may take a little of the guess-work out of the job for some of your listeners. For boiled rice, a good basic recipe is 1 cup of rice to 2 quarts of boiling water and 2 teaspoons of salt. If a softer, more moist cooked rice is desired, as for croquettes, patties or rice ring, cook it in a double boiler, or waterless cooker. Use about 2 cups of water to one cup of rice, and when the rice is tender, drain it, but do not rinse with hot water.

Minerals in the water in some sections of the country cause boiled rice to take on a grayish or greenish cast. A pinch of cream of tarter in the cooking water prevents this discoloration.

Wild rice is available in many markets once again, and here's a tip.... To cook wild rice, wash thoroughly, cover with cold water, add salt, and boil for 20 to 25 minutes. Drain, remove cover, and let the rice steam dry on the back of the stove.

One cup of uncooked rice yields about $3\frac{1}{2}$ cups of boiled rice.

MORE LIGHT ON THE FARM

The lights go on again in cities all over the world, and they'll soon be shining brighter in farm homes too. According to a recent report, the Rural Electrification Administration is entering on the greatest period of activity in its history. It is expected that the line-building plans of REA borrowers will bring electric service to nearly a million and a half American farms and rural homes during the first three post-war years. Under the 5-year program, proposed by USDA's Interbureau Committee on postwar programs, over three and a half million rural consumers will be provided with electric service.

This development is proving to be of special interest to war veterans, incidentally. Following V-E Day, REA reports that a steady stream of inquiries began as to the possibility of locating on farms equipped with electricity. Also, veterans wanted to know about the prospects of getting jobs with REA borrowers, of selling or servicing electrical appliances in rural communities.

During the past fiscal year, Congress reduced the interest rate on rural electrification loans to 2 percent. The amortization period was lengthened from 25 to 35 years. This will help to make electric power available to all potential users, in their territories, especially those in isolated sections, where the per capita cost in serving them may be greater. Even with the wartime restrictions and shortages of material and manpower, electricity has contributed heavily to farm production during this year. It's good news that this contribution will become much greater in the near future.

FISH IN STORAGE

Cold storage holdings of domestically produced fish on January 1, 1946, were approximately 140 million pounds...an all time high for this season of the year. Fish normally goes into storage during the period of May through November. Withdrawals are heaviest from December through April, when fishing conditions are unfavorable. Most of the country draws its supplies during the winter months from the big cold storage plants in New England, the Pacific Coast, the Middle Atlantic, the Gulf and Great Lakes producing centers.

HOW TO MAKE YOUR FOOD FIGHT FOR FREEDOM

Yes, even though the war is over and we have only one rationed item in the food line...sugar, we Americans must still remember that our food fights for freedom in many parts of the world. There are many ways in which we can help to make that food fight for freedom, and here are just a few of them!

AVOID UNNECESSARY FOOD WASTE CONSERVE SUGAR CAREFULLY CHECK CEILING PRICES

USE ABUNDANT FOODS OFTEN

SAVE USED KITCHEN FATS

MARKET PANORAMA

Los Angeles

BEST FRUIT BUYS.....Grapefruit and oranges
IN MODERATE SUPPLY.....Tangerines, avocados, limes (slightly lower)
IN LIGHT SUPPLY.....Lemons, Cuban pineapples, pears (ceiling), grapes, persimmons, pomegranates
BEST VEGETABLE BUYS.....Lettuce, potatoes, cabbage
IN MODERATE SUPPLY.....Celery (lower), tomatoes (slightly higher), carrots, rutabagas, bunched vegetables, sweet potatoes, broccoli
IN LIGHT SUPPLY.....Onions (ceiling), peppers (higher), peas (ceiling), eggplant, squash (higher), artichokes, Brussels sprouts

San Francisco

BEST FRUIT BUYS.....Oranges, grapefruit
IN MODERATE SUPPLY.....Pears (ceiling), lemons
IN LIGHT SUPPLY.....Apples
BEST VEGETABLE BUYS.....Broccoli, celery, lettuce and potatoes
IN MODERATE SUPPLY.....Cabbage, tomatoes, sweet potatoes, squash (higher), spinach, cauliflower and artichokes (higher)
IN LIGHT SUPPLY.....Onions, eggplant, cucumbers

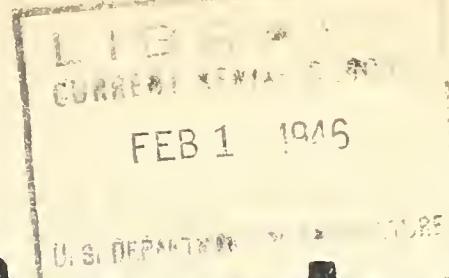
Portland

BEST FRUIT BUYS.....Small size oranges
IN MODERATE SUPPLY.....Grapefruit, avocados
IN LIGHT SUPPLY.....Apples
BEST VEGETABLE BUYS.....Lettuce, cabbage, cauliflower, No.2 potatoes
IN MODERATE SUPPLY.....Topped carrots, beets and rutabagas, winter squash, tomatoes
IN LIGHT SUPPLY.....Green onions, radishes, onions, artichokes, summer squash

Seattle

BEST FRUIT BUYS.....Small size oranges
IN MODERATE SUPPLY.....Grapefruit, lemons, large oranges, avocados (reasonable), pears, apples
IN LIGHT SUPPLY.....Tangerines, grapes
BEST VEGETABLE BUYS.....Lettuce, potatoes, cabbage, rutabagas, turnips, parsnips
IN MODERATE SUPPLY.....Artichokes, green onions, Brussels sprouts, carrots, beets, cauliflower, spinach, sweet potatoes, zucchini, squash, tomatoes
IN LIGHT SUPPLY.....Peppers, dry onions, Hubbard squash

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Radio Round-up

A weekly service for Directors of
Women's Radio Programs

JANUARY 25, 1946

IN THIS ISSUE

TWO-WAY BENEFIT.....Albuquerque has found a worthwhile use for the four cents a pound every housewife gets for used household fat. Other communities can well follow this example.

EGG-CHECK.....It's always good news to learn that the nation's laying hens are back from their winter vacation.

A BLOOMING GRAPEFRUIT STORY.....Florida growers had their troubles this season, but weather didn't daunt the growing habits of this citrus fruit.

EXTENSION BY RADIO.....Remarks by a USDA official about the importance of radio to rural women serves to further emphasize the value of the job being done by the nation's women broadcasters.

POULTRY ON ICE.....And there's plenty of it to fill in for red meat, in case current labor problems cut down on local supplies.

POTATO INNINGS.....There won't be any need to substitute for potatoes during the coming months. Indications are that the marketing of the fall crop will dovetail with the early spring one.

U. S. Department of Agriculture

Room 555
821 Market Street
San Francisco, California

TWO-WAY BENEFIT

Here's an idea some of you broadcasters might like to pass along to your women listeners...or you might perhaps initiate the action yourselves, in some women's club of which you're a member. As you know, the need for salvaged fat is still urgent, but there's no longer the incentive of red points in exchange for the fat turned in to butchers. That 4 cents a pound can amount to quite a lot of money, however, and this money can be used for some worthwhile project, or a favorite charity...there's always a way to use money.

In connection with this, incidentally, a very successful fat salvage collection campaign is being conducted all this month in Albuquerque, New Mexico, by the Boy Scouts. It's sponsored by the Junior Chamber of Commerce, and the money is to be turned over to the New Mexico Boys' Ranch, so that young New Mexicans themselves will benefit from it. Albuquerque happens to be the home town of Secretary of Agriculture Anderson, and while he was there recently, he expressed his appreciation of this campaign. He stressed the fact that it may be many months before adequate supplies of fats and oils can be obtained for all uses, and said it is very important to keep on saving and turning in used fats.

A campaign of this kind would furnish any organization with an opportunity to accomplish something worth-while with a double-barreled purpose.

EGG CHECK

With spring on the way, egg supplies are increasing rapidly. In November and early December, most laying hens took their annual vacation. But since the first of the year they've been getting back on the job...with resultant improvement of supplies at the grocery store. And you'll continue to see more and more eggs from now on until the peak of the season in April.

In line with greater supplies, ceiling prices have been declining seasonally. The drop started about mid-December and will continue at an average rate of 1 cent per dozen each week on top grade eggs until early March. From that date until the first of June, there will be no further change in official ceilings. However, if supplies are large enough at any time in the flush season, eggs might sell below listed ceiling prices.

A BLOOMING GRAPEFRUIT STORY

Grapefruit from Texas and Florida are enjoying their annual winter popularity and prices are reasonable. There's an unusual note in the supply though...while the total crop is estimated to be about 20 percent larger than last year, shipments are running the same as last year.

Old man weather is the trickster as far as Florida supplies are concerned. Normally, there is only one early bloom for grapefruit trees. This bloom, responsible for most of the grapefruit crop, usually occurs in February. Then the first fruit is ready for picking early in September. With the exception of the very early varieties, the fruit can stay on the trees until picking is completed...well through June. This past February, the hurricane and following drought in Florida played havoc with the blooming period. Instead of one bloom last year, there were as many as five...occurring anywhere from February to July. The weather played further tricks. Normally, December to April is the dry season in Florida. This season, continuous rains have delayed the maturing of grapefruit, further slowing down shipments. One good feature to this weather story is that we can expect grapefruit on the market longer. Ordinarily Florida and Texas crops would be pretty well marketed by June. This year we'll have supplies of Florida grapefruit until July.

EXTENSION BY RADIO

A very good word was said for radio recently, by M.L. Wilson, Director of Extension Work, USDA, in hearings before the Federal Communications Commission. You broadcasters whose programs go into rural areas will be particularly interested in some of Mr. Wilson's comments.

Here's one direct quotation: "Radio, in this age of communication, has come to be one of the great means by which farmers must get the mass of scientific information they need, and get it in groups as speedily and efficiently as they must have it. It is potentially an even greater means. Certainly the farmer needs and wants radio for music, entertainment, and for general enlightenment, just as any other citizen does. But, even more important, he needs it also as a part of his everyday business of farming. Farm people need radio, not only for market and weather reports and the like, but for reports on experimental results and recommendations on every one of the thousands of topics, or angles, or segments of scientific farming and farm living with which farm people are concerned."

Mr. Wilson went on to give the results of a radio survey made among farm people last year in one North Dakota county. This survey concerned a five-minute daily farm radio program which had been on the air over a certain station for 5 years, at 1:00 P.M. The results showed that every time the extension agents went on the air, at least one-third of all the farm families in the county listened... ninety-four percent of the farmers and eighty-one percent of the farm homemakers in the county had heard the program... and about 5 percent of the farm families in the county carried out one or more of the recommendations made on each broadcast. There is certainly no question but that radio is a major means of getting valuable information to farm audiences.

POULTRY ON ICE

More poultry is in storage at present than ever before in our history. Turkeys and stewing hens are most plentiful. From specialized production areas, there are good supplies of fryers. All these will be especially in evidence in larger cities where there are cold storage facilities.

Many turkeys now in storage are big birds... weighing 20 or more pounds. This size is larger than the average family prefers. However, new schemes of merchandizing have been developed so homemakers can use these big turkeys. Some markets are cutting the birds in half. Your butcher can explain the preparation steps if you're wondering how to stuff and cook a turkey half. Some markets are also selling cut-up turkey. In this case, you can get exactly the pieces you prefer. (Note to broadcaster: whether markets in your city sell cut selections might depend on a local ordinance, so check on availability of supplies before recommending this plan.)

Those bountiful stocks mean we can extend our turkey buying period. In past years, the family trade for turkey was pretty well over by New Year's Day. Hotels and institutions usually were the only buyers in the market the year round. As consumers discovered during wartime red meat shortages, turkey is more than just a holiday feast.

Along this same line of reasoning, chickens can become more than a Sunday dish. Nor should the preparation be limited to fried chicken. Stewing hens are ideal for soups, fricassées in pies, with dumplings, or a-la-king.

POTATO INNINGS

Plenty of potatoes for daily meals is assured after a look into the nation's storage bins. If your markets are not well supplied, it's only because growers and distributors can not obtain sufficient refrigerator cars to move their storage holdings. According to the latest check by the U.S. Department of Agriculture, there are over 119 million bushels of Irish potatoes in cold storage. This is 15 percent over holdings last year.

It is hoped that a good part of those stocks can be moved before the new crop of potatoes comes on in volume. Already Texas and Florida are shipping their early varieties, and the supply will be increasing as the weeks go by. In fact, it looks now as though the new crop is going to be very plentiful. Indications from the farm front point to an acreage of early crop potatoes 13 percent larger than that recommended by the U.S. Department of Agriculture. What's more, the greatest gain in plantings will be in the high yield areas of the country. So by April we may possibly have a potato surplus.

Right now, storage potatoes have the lead in the market. The heaviest movement of these potatoes comes during the winter months. By May 10th, old and new potato shipments are just about equal. From then on, shipments of storage potatoes really wane, and by June only the new crop is available.

TIM...BER...R...R...R

The United States is going to need almost as much lumber during the next ten years as was used during the war. Furthermore, it's necessary to restore the productivity of our depleted forests and run-down ranges, and to develop more fully other forest resources. In doing all this, it appears that around 2 1/2 million new and permanent jobs can be created. This information comes from Lyle F. Watts, Chief of the Federal Forest Service, in his latest report to Secretary of Agriculture Anderson. This need for lumber goes right along with a statement that wartime timber cutting, and losses by fire, insects and disease were about 50 percent greater than the annual timber growth. Then too, wood requirements for pulp and paper are expected to be greater than the pre-war demand...and imports much smaller.

It's very likely that few people realize the wide variety of permanent jobs connected with forestry. Here are some of them: cutting and hauling timber, caring for new forests, collecting the gum of turpentine trees, manning lookout towers, maintaining roads, trails or recreational facilities, and tending cattle on the range. Then there are the processing jobs, in sawmills, chemical works, turpentine stills, pulp and paper mills, box and furniture factories. Finally, there's the transportation and distribution of forest and range products, and the serving of hunters, fishermen and other outdoor recreation seekers.

During the war, of course, long-term objectives had to be secondary to war production and military use of forest products. Now, however, Mr. Watts says the time has come to gear our program to the needs of an expanded peacetime economy. He warns against destructive cutting practices and suggests a forestry program which would include the following: (1) nationwide regulation of timber-cutting and related forest practices, as assurance that the nation's forests shall be kept reasonably productive. (2) Public ownership of millions of acres which private owners find unprofitable to hold, or on which watershed, recreation or other public interests outweighed the interest of a single owner. (3) Increased government assistance to private forest owners.

Three million 750 thousand persons are now working at jobs provided directly or indirectly by our forests. Stepping this figure up another 2 1/2 million, to make an ultimate total of over six million jobs, certainly means a tremendous step toward the goal of full employment in the United States.

COFFEE TUNE UP

Americans are now drinking more coffee than they did in pre-war years...and continued good supplies of this "morale" beverage are assured. There are substantial stocks in the United States, with additional shipments coming in rapidly under a subsidy program.

Last November, the nation's stocks of green coffee totaled over 4 million bags. As a million and a half bags are roasted each month, that was barely a three-month supply. Ordinarily this would have been a comfortable margin, but purchases were falling off because prices of coffee in countries where it's grown were higher than our ceiling prices. The subsidy of 3 cents a pound on green coffee was authorized last November 19th by Judge John C. Collet, Economic Stabilizer. It has stimulated purchases and allowed us to maintain our reserve stocks...and yet not raise prices to consumers.

Under the subsidy program, over 4 million bags of coffee have been purchased from 14 producing countries in the Caribbean, Central and South America and other sources. All told, 6 million bags...each weighing 132 pounds...will come in by March 31 under subsidy payment.

Use of coffee has been rising steadily in the past decade...from about 12 pounds per person in 1932, to 15 1/2 pounds in 1941. After the United States entered the war, shipping space was limited. So in 1942 and '43 civilians were restricted to about 13 pounds per capita for each of these years. In 1944 and '45 when stocks were more favorable, purchases went up to an average of 16 pounds per person.

CABBAGES AND --- EMPERORS

Apparently the Romans had a word for it...and it was cabbage...at any rate, back in the Second Century B.C., the Romans treated about every disease and soothed all infirmities with cabbage. If the Roman Empire had not fallen, no one knows quite what pattern history would have taken...but we do know that the Romans wouldn't have any trouble right now finding the necessary supply of cabbage to cure their ills....with cabbage a current best buy up and down the West Coast.

They say that one Roman Emperor living about 300 A.D. thought so highly of cabbage that he grew it as a hobby after he had retired from public life. Once, when there was trouble in the empire, and he was happily growing cabbage, a former colleague wrote him, to urge his return to the throne. His reply was "You would never make such a proposal...that I resume the throne...if you could see the fine cabbage which I have raised here with my own hand in my own garden"all of which proves, that down through the ages, man has found refuge from the trials and tribulations of the world in close association with the soil and growing plants.

WHEN WOOD WENT TO WAR

Here's some information from USDA's Bureau of Agricultural Economics about substitutes for wood developed during the war for packaging and shipping food.

Wood, with its strength and its relative resistance to changes in temperature and moisture, has long been of great value for boxes and crates used as shipping containers. However, during the war, corrugated and solid fibre shipping containers supplemented the scarce wooden boxes and it's believed likely the use of these will continue. Fiberboard is light, but sufficiently rigid to withstand the rigors of domestic shipment. For overseas shipment, a new fiberboard called V-board was developed. This is water-resistant, and has been used throughout the war for shipments of food to every part of the world. The water-resistant qualities of V-board are expected to make it specially valuable for crating fresh fruits and vegetables.

In shipping citrus fruits from Florida and Texas, the wire-bound bushel box is beginning to take the place of the nailed box. California still uses the nailed box but since it appears likely that lumber for these boxes may become scarce in that state, a change is likely. Mesh bags or other smaller containers are expected to become widely used for citrus fruits in all three states.

The wooden apple box is also suffering from the shortage of suitable timber, and several new types have been developed...fiber boxes and cartons, a fiberboard basket, also a pressed steel box which can be knocked down and shipped flat, to be used over again. Then too, new designs in apple boxes, using less lumber have been developed.

As for wooden egg cases...these have been widely re-used throughout the war. And trials have been made of about 10 types of fiberboard cases, which are still under consideration.

These are only a few of the developments of the past few years in food packages and containers. New kinds of materials and new types of containers will be affected also by changes in transportation. It's likely too, that the development of more efficient packaging materials will bring a tendency to pack a larger proportion of food at or near the place where it's grown or processed. Improvement in quality and economy in handling will doubtless be the result...all of which is favorable to Mrs. Housewife, who does the marketing and balances the budget.

ORANGES...WORLD TRAVELERS

There's plenty of folklore behind the advent of oranges in America...they're really world travelers. Perhaps your listeners will be interested in this travelog about a fruit that is so popular and plentiful.

Oranges made their way from India to Europe by way of western Asia. The Arabs are credited with bringing the sour orange to southwestern Asia--probably before the 9th Century. It spread to Africa, Spain..and Sicily..following everywhere the tide of Mohammedan conquest. During the 12th Century, the sour orange was cultivated abundantly in all the Levant countries. Returning soldiers of the Cross brought it from Palestine to Italy and Southeastern France.

Oranges were introduced into California from Brazil in the early 1870's. At Riverside, California, there is an orange tree which is said to be one of the original specimens, still bearing fruit.

WESTERN POSTSCRIPT OF "TWO-WAY BENEFIT"

By way of Western comment to current shortage of fats and oils, and the need for increased salvage of used household fats...November used fat collections in the nine Western states were down nearly half a million pounds from October collections! And at a time when we needed larger collections.

Figures for December are not available yet, but it's hoped that during the first month of an unrationed meat supply, collections did go up...In the Western states as a whole, the downward trend in used fat collections has been going on since V-E Day. May collections totaled 2,405,091 pounds.....100,000 pounds less than April. From May to November, fat collections for the West went down approximately 1,000,000 pounds!

If you happen to be telling your listeners about the need for continued fat salvage, you might want to quote them a few figures. So here's the state-by-state picture on November collections in the West.

ARIZONA.....	73,813 lbs.	UP	4,206 lbs.	over October
CALIFORNIA.....	844,920 "	DOWN	273,234 "	from "
IDAHO.....	29,975 "	UP	3,887 "	over "
MONTANA.....	38,625 "	DOWN	26,140 "	from "
NEVADA.....	16,305 "	DOWN	6,952 "	" "
OREGON.....	67,636 "	DOWN	104,733 "	" "
UTAH.....	36,289 "	DOWN	1,665 "	" "
WASHINGTON.....	288,404 "	DOWN	15,851 "	" "
WYOMING.....	14,047 "	UP	4,099 "	over "

You can suggest to housewives that the only way their State is going to get on the "UP" list, or stay on it, is to "scoop, skim and save" every bit of used fat that's in their kitchens.

WHERE'S THE BUTTER?

Ask that question of a Federal Market News reporter for the U.S. Department of Agriculture who keeps tab on the dairy market in one of our four major coast cities (Seattle, Portland, San Francisco or Los Angeles)...and he'll tell you the butter just isn't being produced...that milk is going into the fluid market and ice cream production is up tremendously. It's estimated that ice cream on the West Coast is about 700 percent greater than a year ago. We do have to remember that a year ago, a war food order kept the production of ice cream for civilians at low levels. And the armed forces are still taking large quantities of dry whole milk and powdered ice cream mix.

If you pursue the question further, the Market News man is likely to quote some figures from one of his reports. You'll learn that in the week ending January 17, for instance, Western butter production was 40 percent less than for the same week of January a year ago. You'll also learn that folks all over the nation share this shortage with you...that for the particular week in January, national butter production was 27 percent less.

You'll probably notice remarks on the daily report for January 22, after the summary of trading in each major city which read..."supply situation progressively worse"...."no material change in acute shortage." Meanwhile, about the best you can tell housewives is that there's hope for a little more butter in the spring. Right now they're probably mighty grateful for that supply of fruit spreads they put up last summer.

PACIFIC MARKET PANORAMA

Seattle

BEST FRUIT BUYS.....Grapefruit, apples, small size oranges (lower)
IN MODERATE SUPPLY.....Avocados (lower), lemons
IN LIGHT SUPPLY.....Anjou pears
BEST VEGETABLE BUYS.....Carrots, potatoes, spinach, squash, rutabagas, beets,
parsnips, turnips
IN MODERATE SUPPLY.....Lettuce (higher), sweet potatoes, tomatoes, cabbage,
celery
IN LIGHT SUPPLY.....Artichokes, eggplant, green poppers; cucumbers,
rhubarb, onions

Portland

BEST FRUIT BUYS.....Small size oranges, grapefruit
IN MODERATE SUPPLY.....Avocados
IN LIGHT SUPPLY.....Apples
BEST VEGETABLE BUYS.....Cabbage
IN MODERATE SUPPLY.....Lettuce, cauliflower, carrots, beets, radishes,
turnips, potatoes
IN LIGHT SUPPLY.....Spinach, tomatoes

San Francisco

BEST FRUIT BUYS.....Grapefruit, oranges
IN MODERATE SUPPLY.....Avocados, Delicious apples
IN LIGHT SUPPLY.....Pears
BEST VEGETABLE BUYS.....Cabbage, celery, lettuce, potatoes
IN MODERATE SUPPLY.....Tomatoes, broccoli, sweet potatoes
IN LIGHT SUPPLY.....Artichokes, cauliflower, onions, peas, spinach,
Bell peppers, eggplant

Los Angeles

BEST FRUIT BUYS.....Small size oranges
IN MODERATE SUPPLY.....Large oranges (ceiling), grapefruit, avocados (lower),
limes
IN LIGHT SUPPLY.....Lemons (ceiling), bananas, pears (ceiling), tangerines
BEST VEGETABLE BUYS.....Cabbage, potatoes, celery (lower)
IN MODERATE SUPPLY.....Lettuce, cauliflower, carrots, beets, rutabagas,
sweet potatoes, tomatoes
IN LIGHT SUPPLY.....Onions, squash, peppers, green onions, radishes,
peas, eggplant, Broccoli, artichokes, Brussels sprouts



Radio Round-up

A weekly service for Directors of
Women's Radio Programs

FEBRUARY 1, 1946

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Room 555
821 Market Street
San Francisco 3, California

U. S. Department of Agriculture

ABUNDANT FOODS BENEFIT
SCHOOL LUNCHES

The list of abundant foods for February includes several items which are easily adapted to the School Lunch Program, and which contribute a great deal nutritionally to the diets of school children. Incidentally, President Truman, in his state-of-the-union and budget message to Congress recently, made the following statement regarding the School Lunch Program. "...We should have available supplementary programs that will enable all our people to have enough of the right kind of food...one of the best contributions toward building a stronger, healthier nation would be a permanent School-Lunch Program on a scale adequate to assure every school child a good lunch at noon."

Getting back to that February list of abundant foods...here it is: eggs, cabbage, canned citrus juices, oatmeal, and heavy tom turkeys, in many areas of the country, white potatoes and fresh citrus fruits can be added to this list.

USDA suggests to those responsible for school lunch planning that special attention be given during February to eggs, cabbage and canned citrus juices. The ideal lunch for a school child, as you know, should provide from 1/3 to 1/2 of the day's nourishment. The type A lunch, as it is termed, either hot or cold, includes these five musts: (1) 1/2 pint of whole milk to drink; (2) 2 ounces of meat, poultry, cheese or fish, or one egg, or 1/2 cup dry peas, beans or soybeans, or 4 tablespoons of peanut butter; (3) 3/4 cup vegetables and/or fruit; (4) 1 or more slices of bread or muffins, or other hot bread made of whole-grain cereal or enriched flour; (5) 2 teaspoons of butter or fortified margarine. This is the lunch for which schools cooperating with the School Lunch Program receive a maximum reimbursement of 9 cents.

Some of the suggested type A menus for school lunches might well be followed by the homemaker whose youngsters come home to luncheon...or even adapted for the family dinner. For instance, here's one that certainly should hit the spot on a cold winter day: Baked stuffed pork chop, fried cinnamon apples, 7-minute cabbage, bread and butter, milk and an oatmeal cookie. And for a meatless meal, the following menu should please everybody; salmon cutlets with broiled grapefruit sections; steamed buttered beets, cabbage salad with sour evaporated milk dressing, whole wheat bread and butter, jelly, milk.

The simpler, type B lunch, for which the maximum federal reimbursement is 6 cents, is planned for schools having limited cooking and serving facilities. This is not a complete lunch, and it's a good idea for youngsters being served this type to bring some food from home to add to it. Here's a typical suggested menu for a type B lunch: prune and cottage cheese salad, scalloped potatoes, whole wheat bread and butter, milk.

One of the important things to remember about the School Lunch Program is that most of the foods are purchased locally. In this way, advantage is taken of plentiful supplies in local markets...purchases often are made directly from farmers in the area. During certain seasons local produce is bought and canned for future use. The local supplies, however, always are adapted to the menus suggested by USDA nutrition specialists. And these menus always meet the proper nutritional standards. It's estimated that eight million school children in about 47,000 schools will soon be receiving the benefit of school lunches. This cooperative activity can play an important part in our national food picture...through using our tremendous agricultural production to improve the nutrition of our growing children.

PRUNE PORTION

Prunes are the only dried fruit in fair supply across the country right now. The 1945 commercial dried prune production in California, Oregon and Washington was 35 percent more than the small 1944 crop. Of the total supply, civilians were allocated 120 thousand tons. This share compares with a pre-war annual consumption of about 105 thousand tons.

About half of the supply allocated for civilians moved to market during the months from September to December. This is about the normal proportion for movement of supplies in pre-war years.

Prunes supply sugar for energy, and vitamins and minerals to keep the body in good working order. They're a versatile food too...can add flavor and sweetness to cereals at breakfast...make an excellent garnish for chicken and turkey...and stuffed with cream cheese and nuts are the salad note of a meal.

RE-CHECK ON THE BASIC SEVEN

Have you said anything lately about the Basic Seven? Everybody who was broadcasting or writing about food during the war gave a lot of consideration to the Basic Seven Groups of foods, and they shouldn't be neglected now. We may sometimes forget that there are people who don't fully realize their importance. Those brand-new homemakers, for instance...the young wives just starting to plan and cook their own meals...there's a constantly increasing number of them. And to many of them, the Basic Seven is likely to be just so much double-talk...until it's explained, of course.

Many large manufacturing and industrial plants are continuing to plan their cafeteria meals to include the Basic Seven...and recently in a certain plant in southern California, a check was made on the entire daily diet of employees, and it was done in such an interesting way that much interest was aroused in eating according to the Basic Seven. One of USDA's industrial feeding specialists, working in cooperation with the Los Angeles County Health Department, developed a diet rating chart. This chart contained space for each employee to fill in a sample day's menus, including snacks, to be submitted to the specialist for analysis. She rated and returned it to the employee, enclosing with it an outline of the Basic Seven and information on the specific value of each food group. An occasional review of types of food that make up the Basic Seven and an explanation of their importance in the daily diet really is a good idea. Even the experienced meal-planner may well be in need of a refresher course.

The nutrition-consciousness that was aroused during the war years shouldn't be allowed to die for lack of an occasional shot in the arm. Perhaps the following condensed version of the chart used by this California concern will give you an idea for presenting a brief Basic Seven review to your listeners.

LET'S GO OVER THE GROUPS AGAIN

Group I- green and yellow vegetables - outstandingly rich in vitamin A, especially the dark, leafy ones. Vitamin A helps prevent night blindness, promotes normal resistance to colds, sore throat and pneumonia. Two servings, excellent; 1 serving, good; none, poor.

Group II- oranges, grapefruit, tomatoes, or raw cabbage, salad greens - generous amounts of vitamin C are in citrus fruits and tomatoes, fresh or canned. This helps maintain health of entire body, muscles, bones, teeth, blood vessels. 2 servings, excellent; 1 serving, good; none, poor.

Group III- potatoes and other vegetables and fruits - provide variety of minerals and vitamins for good, all-round nutrition; also bulk for good digestion. 2 servings, excellent; 1 serving, good; none, poor.

Group IV- milk and milk products - provide calcium and riboflavin (vitamin B2) in diet; calcium builds bones and teeth; riboflavin helps maintain muscles, more than 1 pint milk or equivalent, excellent; 1 pint milk or equivalent, good; less, poor.

Group V- meat, poultry, fish, eggs, dried beans or peas, nuts, peanut butter. Excellent protein to keep muscles toned up; they also furnish many of the B vitamin complex needed for steady nerves. 2 servings, excellent; 1 serving, good; none, poor.

Group VI- bread, flour and cereals, natural, whole grain, enriched or restored - give valuable food energy; help to give the "pep" needed for daily activity. 1 serving at each meal, excellent; 1 serving twice daily, good; 1 serving daily, poor.

Group VII- butter and fortified margarine, with added vitamin A - fuel foods, rich in energy; both help prevent that "empty feeling" soon after eating. At each meal, excellent; twice daily, good; once daily, poor.

FATTENING THE FAT BUDGET

From time to time you may be reminding your listeners that we must still save used kitchen fats and turn them in to the butcher. Also, we must use the limited supply of fats wisely and well, if they are to go around. There are many recipes that are better when made with meat drippings...which is certainly one of the best ways to stretch the fat budget. Here's one for Southern Spoon Bread which may interest your listeners, now that more pork products are available. It goes like this:

2 cups boiling water
1 cup corn meal
1 cup milk
2 tablespoons bacon, ham or pork drippings

1 teaspoon salt
2 eggs (beaten separately)
1 teaspoon baking powder

Stir corn meal into water gradually, preventing lumping, and boil at least 5 minutes, stirring constantly. Remove from fire and add milk, melted fat, salt and beaten egg yolks. Carefully fold in stiffly beaten whites, with baking powder added. Pour into well-oiled loaf pan or casserole and bake slowly (325) for $1\frac{1}{2}$ hours, or until an inserted knife comes out clean. Serve piping hot with a spoon. Goes well with fresh pork, ham or bacon.

READY WITH RUTIN

Another new drug, with great healing value, is on its way into the medical world from a regional research laboratory of the U.S. Department of Agriculture. This new drug is Rutin, and the Eastern Regional Research Laboratory at Wyndmoor, Pennsylvania, has been carrying on the search for a plant yielding Rutin for the past two years. Enough to meet present medical needs will be available this year, USDA announces. The Medical School of the University of Pennsylvania reports that Rutin is effective in the treatment of conditions arising from high blood pressure associated with fragile and weakened capillaries. As you may know, when weakened blood vessels burst, small hemorrhages result which, in the case of the eye or brain, may result in blindness or apoplexy. Research also has indicated that Rutin could serve the circulatory system in much the same way as vitamin C does in assisting the growth and hardness of teeth and bones.

It has been discovered that the green buckwheat plant is an economical source of Rutin. Incidentally, tobacco leaves also contain Rutin, but buckwheat contains 8 to 20 times more, and costs only a fraction as much. Because of its higher yield and lower cost, it's estimated that \$10 worth of buckwheat will produce as much Rutin as \$1,000 worth of tobacco. The substance from which Rutin is made is found mainly in the leaves and blossoms of the plant. The crop is harvested five weeks after the seed has sprouted, and producers supplying the plant for Rutin could grow more than one crop a year. Dr. Percy A. Wells, Director of the Eastern Research Laboratory, estimates that 50,000 acres of buckwheat plantings will be required yearly to supply the drug. He says the medicinal and nutritional requirements in the United States supplied by Rutin will make 1,300,000 pounds necessary annually.

This laboratory, incidentally, is one of those to which Secretary of Agriculture Clinton Anderson paid special tribute recently. The occasion was the 1946 Goals Adjustment Conference at Harrisburg, Pennsylvania, and the Secretary's talk was given at the George Washington Carver dinner. He expressed appreciation of the fine work the regional research laboratories are doing in reaching into the unknown for new knowledge useful to agriculture and industry. He said further that these laboratories have produced outstanding results in the past few years, particularly during wartime, solving many problems for the military and for war industry. To quote Secretary Anderson's words directly: "While such matters cannot be reduced to dollars and cents, they are beyond that. I am convinced that the work done on penicillin alone, making this life-saving drug available in large quantity, has repaid the nation many times for the investment in these laboratories."

THE MEAT NORM

Farmers marketed livestock in substantial quantities this past week, in comparison with sales during the two strike weeks. In that period, production in federally inspected meat plants was down about 60 percent. There will be about a week's lag before meat processed during the days January 28 to February 2 appears on retail markets. All in all, meat supplies should be normal by mid-February.

PACKED-IN FOODS

Canned foods were developed during the Napoleonic Wars. Nicholas Appert, the discoverer, won the French Government's 12,000 franc prize for developing this way of preserving food for use by French soldiers. Appert used home-made bottles and his cooking time was a matter of guess work. Today, the canning industry has put into practice the development of science and machinery, but the original principles of Appert are still being followed.

While the production of canned foods has been rapidly increasing since the first World War, peak production figures were reached in World War II. The Department of Agriculture estimates that the 1945 commercial pack of fruits and fruit juices...in tin or glass...totaled almost 62 million cases (24 No. 2's). For vegetables...including soups and baby food...the total is about 275 million cases (24 No. 2's).

In the fruit line, peaches, pineapples, fruit cocktail, pears and apricots account for the greater percentage of the pack. Peaches, by the way, are way out in the lead.

As for the canned vegetable and vegetable juice pack, tomato products, peas, soups, baby foods and vegetable purees, sweet corn, baked beans, snap beans, beets, sauerkraut and spinach account for the greater portion of the pack. You'll notice tomato products lead the vegetable pack, but the total includes catsup, chile sauce, and tomato paste as well as tomato juice and canned whole tomatoes. The whole tomatoes packed are about 7 million cases under normal demand.

Because of heavy spring frosts in some areas, and excessive rains in others during 1945, the total quantities of fruits and vegetables available for commercial canning were smaller than in 1944. However, these packs...which we will be drawing on until this June...are larger than the average total packs in the pre-war period...1937-41. In spite of the smaller supplies, the civilian share from this year's pack will be greater than from any pack since the beginning of the war. This is principally the result of sharply reduced military requirements and the end of lend-lease shipments.

IF COMES IN A GERM-PROOF WRAPPER

No one seems to know the exact origin of the banana, but its earliest home is said to have been in southern Asia. In 1516 the banana plant was brought by a Spanish missionary to the Western Hemisphere, and from that time on, the fruit has steadily increased in popularity. As we all know, bananas were few and far between during the war, but they're becoming more plentiful now...shipments being about a third larger than they were at this time last year.

Each banana plant bears but one stem of fruit, and when that is harvested, the plant is of no further use, except as fertilizer for new plants that are growing from the same root-stock. Even for use in the tropics, where the plantations are located, bananas are always cut green and allowed to ripen off the plant. A plant-ripened banana has an unpleasant mealy texture, and very little flavor.

The fruit that comes in its own germ-proof wrapper requires very tender care before we ever see the yellow clusters hanging in the grocery store. Every possible precaution is taken to see that the fruit is not bruised or damaged in transit. Fast ships with controlled temperature and air conditions bring the bananas to America. Railroad cars which are cooled in summer and warmed in winter carry them to interior markets, where they are received green and ripened for our consumption in special rooms by the wholesale dealers.

BEE COLONISTS

New note on the agricultural front this year is a production goal for bees. Yes, you've heard about poultry and livestock goals, but this is the first time bees have been mobilized. An increase of 8 percent in the number of colonies of bees in the country is asked by the U.S. Department of Agriculture during 1946.

This increase in colonies is not primarily for honey and beeswax...important though these commodities are. The activity of bees as pollinating agents is the factor behind the new goal. It seems that other insects of this class are rapidly being lessened in number. Arsonic and other poison dusts and sprays have killed many insects that formerly pollinated fruits, vegetables and such legumes as alfalfa and clover. As these decrease, honeybees are needed in larger number than in former years to maintain seed output. The honeybee is the only pollinating insect whose number and location can be controlled by man. And for this service the bees have a value conservatively estimated at 10 to 20 times that of the honey and beeswax they produce.

Despite this need, beekeepers...except in fruit areas...are rarely paid for the pollinating value of their colonies. They must depend upon the sale of honey and beeswax for financial gain. For this reason the colony goals have been divided among the states. And the suggested colony increases are largest in legume-production areas...particularly in Minnesota; Iowa and the Dakotas, where the production of honey has proved especially profitable in recent years.

Beekeeping leaders in many states have already accepted the proposed goals with enthusiasm, and have started to acquaint commercial beekeepers in their areas with the recommended goals and the importance of bees in our agricultural economy.

FURNITURE FOR FARMS

Farm families in the market for new upholstered furniture...and there are many of them...have already put in their order for the kind of furniture they would like to find on the market.

They want: (1) Furniture that's well-scaled to the average interior. Many families who buy in medium and lower price ranges find their markets limited to the very bulky type of upholstered furniture that's too large for their living rooms. (2) Seats and backs shaped and slanted to fit average body proportions better...with some pieces made for the tall or short person. (3) Furniture that's easily cleaned. They suggest wooden rather than upholstered arms...removable cushions...the use of "treated" fabrics that clean easily. (4) Sturdy framework and durable inner construction. The homemakers say they prefer good structural design rather than so much applied design. In other words...comfort, sturdiness and ease of cleaning will count for more than scroll work and elegant trimmings.

Rural consumers listed these preferences in a survey conducted by extension specialists in home furnishings in 31 states. The specialists passed the suggestions on to the National Association of Furniture Manufacturers and to mail order houses, and at the same time they asked the Furniture Manufacturers to stress functionally well-designed furniture in advertising and promotional work.

PACIFIC MARKET PANORAMA

Los Angeles

BEST FRUIT BUYS..... Small size oranges
IN MODERATE SUPPLY..... Tangerines (slightly lower), avocados (lower), limes
IN LIGHT SUPPLY..... Lemons (ceiling), pears (best at ceiling), bananas, pineapples
BEST VEGETABLE BUYS..... Lettuce, Russet potatoes
IN MODERATE SUPPLY..... Carrots, cabbage, celery, cauliflower (slightly lower), bunched vegetables
IN LIGHT SUPPLY..... Onions, Italian and white summer squash, Banana and Hubbard squash, tomatoes (ceiling), sweet potatoes, peas (ceiling), Bell peppers, eggplant, green onions, radishes, broccoli (high), garlic, artichokes, Brussels sprouts

San Francisco

BEST FRUIT BUYS..... Avocados, grapefruit
IN MODERATE SUPPLY..... Oranges, lemons
IN LIGHT SUPPLY..... Tangerines, pears, apples
BEST VEGETABLE BUYS..... Cabbage, cauliflower, celery, lettuce, potatoes
IN MODERATE SUPPLY..... Artichokes (high), eggplant, peas, spinach, tomatoes (ceiling)
IN LIGHT SUPPLY..... Broccoli, Brussels sprouts, Italian and white summer squash, dry onions, Bell peppers, sweet potatoes

Portland

BEST FRUIT BUYS..... Arizona grapefruit, small size oranges
IN LIGHT SUPPLY..... Apples
BEST VEGETABLE BUYS..... Cabbage, lettuce
IN MODERATE SUPPLY..... Brussels sprouts, celery, cauliflower, green onions, spinach, bunched vegetables, parsnips
IN LIGHT SUPPLY..... Artichokes, peas, rhubarb, tomatoes, onions, green peppers.

Seattle

BEST FRUIT BUYS..... Small size oranges, grapefruit
IN MODERATE SUPPLY..... Apples, pears, avocados
BEST VEGETABLE BUYS..... Cabbage, carrots, cauliflower
IN MODERATE SUPPLY..... Lettuce, spinach, Florida new red potatoes, broccoli (higher), potatoes, green onions, beets, rutabages, parsnips, turnips
IN LIGHT SUPPLY..... Artichokes, cucumbers, eggplant, green peppers, peas, dry onions, tomatoes



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Radio Round-up

A weekly service for Directors of
Women's Radio Programs

FEBRUARY 8, 1946

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HOME TO LUNCH

PACIFIC MARKET PANORAMA

Room 555
821 Market Street
San Francisco, California

U. S. Department of Agriculture

THE STAFF OF LIFE

With more people in Europe and Far East facing starvation today than in any war year, the President of the United States has called on Americans to help alleviate the worst food crisis in modern times.

What food the United States and other countries have moved into war-torn countries has been insufficient to span the ever widening gap between minimum needs and available supplies. In some areas abroad, because of extreme droughts and the disruption of war, crops are the shortest in fifty years. At present, where we are getting 3,300 calories per person per day, there are some 125 million people in Europe who subsist on less than 2,000 calories a day. Another 28 million get less than 1,500 calories a day. And in other parts of Europe, large groups receive as little as 1,000 calories a day.

With bread the most important single element in the diet of these areas, the President announced a number of emergency measures that will affect our record crop of wheat. The President has banned the use of wheat in alcohol and beer. He also ordered that grains...other than wheat...for beverage alcohol be limited. By June, this will save for food about 20 million bushels of grain, which can be rushed to Europe and the Far East. The President ordered that the quantity of flour produced from each kernel of wheat be raised to 80 percent for the duration of the emergency. The flour now going into our white bread represents only a 72 percent extraction.

The bread will be darker

By taking more of the wheat kernel and thus making more of the grain available as food, and by limiting the distribution of flour to amounts essential for civilian use...the President estimates another 25 million bushels of wheat can be saved the first half of 1946. The Department of Agriculture will control millers' inventories of wheat, and bakers' and distributors' inventories of flour to the minimum necessary for distribution purposes.

In addition to the orders calling for the darker bread and the ban on wheat for alcohol and beer, the President called on the Department of Agriculture to develop additional ways in which grain now used for feeding livestock and poultry could be conserved for use as human food. This would mean the rapid marketing of heavy hogs... This would also mean that beef cattle should have a moderate rather than a high degree of finish; that more poultry should be marketed and that there should be more economical feeding of dairy cattle.

Here are some facts on our wheat supplies. The 1945 wheat crop in the United States surpassed the billion bushel mark. In fact, it was our largest on record. With a carry-over from previous crops, we had a total supply last July 1 of over a billion 400 million bushels. By January 1 of this year, more than half of this huge supply had disappeared. The measures outlined by the President are necessary to enable us to continue our shipments to the hungry peoples in war-torn countries abroad, and to take care of essential domestic requirements.

POULTRY TINTYPES

Supplies of canned chicken and turkey for civilian use are more plentiful at present than at any time since the beginning of the war.

Poultry processing plants were greatly expanded to meet wartime needs of canned chicken soup and poultry. So popular were these products with our armed forces that for a period of about seven months last year, 100 percent of the output was for military purchase only. You probably noticed that your favorite tins or glass jars of chicken were mighty scarce last summer.

The Army has been out of the market for processed poultry products since August, 1945, and since then all output has been going to civilian markets. With storage holdings of chicken and turkey the highest in history, the consumers' ability to get canned poultry meat in the future months should be limited only by demand.

Canned chicken to the rescue

Poultry, canned or fresh, is something everybody likes...and canned chicken can be a life-saver to a busy homemaker, whether she stays at home or has a career outside. It lends itself to serving in dozens of different styles...and a can or two, or a jar of chicken will meet the problem of the unexpected guest with the greatest of ease. On a busy day, canned chicken can appear on the family dinner table too...and if it's flavored with distinction, the home folks will be much intrigued.

No doubt you have favorite poultry recipes in your files, or in your mind, to suggest to your listeners. You might refer to your copy of USDA's book "Poultry Cooking" this book gives some recipes you might almost consider adventures in cooking...curried fowl with carrots and coconut, for instance, and a delicious chicken chop suey. And of course, there are the old standbys...croquettes, chicken souffle, a la king, and so forth.

Recipe research

Furthermore, you might give variety to your chicken - cooking suggestions by doing a bit of research on recipes from other countries. For instance, from the Netherlands East Indies, there are several wonderful chicken recipes...curried chicken with fried rice, also cubed chicken with spicy pepper sauce. China gives us chicken with mushrooms and vegetables. An Egyptian combination of chicken with okra and tomatoes might almost be a native of our southern states. There's lots of interesting program material on poultry which you can make up without too much trouble.

THE BEAN-BAG'S SMALLER

The 1945 harvest of dry beans and peas was not as plentiful as expected, because of bad weather during the production season. As a result, all claimants... civilian, military and foreign...are going to be allocated less of these two crops than they can use. The smaller share of dry peas for civilians probably won't be as noticeable as that for dry beans in this country...for it'll be at least January, 1947, before dry beans will appear in ample quantities in grocery stores. The note of caution, then, is to go easy on recipes calling for the use of dry beans. This, so we don't cut too deeply into the supply at the expense of the people in this country who use beans as a major protein food in their diets.

For the first three months of this year, there are slightly more than 3 million bags of dry beans to be allocated. Last year in the same period, over 5 million bags were used. But of this smaller available amount, civilians will be getting the major share...over two thirds of the supply. This is well below our estimated demand, but more than we had the first quarter of last year.

The remaining third of the dry beans for allocation will be going to our military services, U.S. Territories, UNRRA, and various commercial claimants who normally get supplies from this country. Because of the short crop, these first quarter allocations for export were below the quantity requested.

No inconvenience from dried pea shortage

Total allocations of dry peas for this quarter of the year amount to some 1 million bags...slightly less than was used during the same months last year. The civilian share of this is 100 thousand bags. That's only about a third the amount we used during the same months in 1945. But no inconveniences are expected, since dry peas are not a main staple in U.S. diets. The remaining supply is for the military services and for exports and shipments.

FOOD NOTES FROM FAR AND NEAR

BEETS.....Here's an interesting note on beets, and how they grew. Several centuries before Christ, the people living along the shores of the Mediterranean discovered that the wild beets growing there could be cultivated to produce an appetizing pot herb. However, under such good care and rich feeding, the herb soon collected more food than it needed for just its leaves. So it then began to store the excess food in the taproot...against possible lean days ahead. And as the root swelled and became juicy and tender, so developed another delicious vegetable.

SEA-GOING SURPLUSSES

There was good news from OPA a few days ago for the people who've been having a hard time finding work clothes for men. Several millions of surplus chambray shirts, utility shirts, jackets, and trousers, and dungaree trousers, all made for the navy, were offered for sale from the Brooklyn Navy Yard by the War Assets Corporation. They were offered only to wholesale buyers and retailers, and in a short time...if not already...these clothes should be available at retail stores. Furthermore, every garment, when sold at retail, must carry a tag with the OPA retail ceiling price. In the case of the shirts, this price is \$1.05; the utility jackets and utility trousers will have ceilings of \$1.75; the ceiling price of the dungaree trousers will be \$1.50. The shirts are of plain weave carded cotton and the dungaree trousers of cotton denim, both in indigo blue; the jackets and utility trousers are of cotton twill, in olive drab. These are just the kind of garments needed by both farm and city workers, but lately it's been a case of - "try and get 'em."

You know, of course, that OPA and the Civilian Production Administration are working together now to bring back to the retail stores about 90 items of low and medium-priced clothing. These are now beginning to appear on the market, and will bear a price tag or stamp, put on at the factory, showing the exact OPA ceiling price. Among the garments being manufactured under this program are cotton dresses for grown-ups and children, women's cotton slips, men's cotton undershorts, toddlers' wool snow or ski suits, and rayon slips for misses and women.

While the moderate-priced clothing picture is far from bright as yet, there's certainly a ray of sunshine beginning to show on the horizon.

HOME HANDICRAFT SHORTAGES....
AND WHY

You have probably noticed in recent letters from your listeners...in home handicraft circles that complaints center on two shortages...yarn for wool rugs and cane for chair seating.

The prospect that these materials will be in good supply in the near future is not bright. Here's the explanation given by Miss Reba Adams, extension specialist in home industries, U.S. Department of Agriculture.

While the stockpile of rag wool is ample...the combination of a tremendous demand and a shortage of labor add up to a tight situation in yarn. The textile mills are giving finely woven yarns priority over other yarns because the finely woven yarns are in greater demand.

Home handicrafters are asking particularly about cane for seating in antique chairs. The supply of this cane depends upon imports. Most of it comes from the Celebes Islands in the South Pacific. Some of it comes from Africa. Wartime controls were lifted October 1 and cane is now free to come into this country, but cargoes are loaded with more urgent products. The little cane that is shipped goes to blind institutions and Veterans hospitals for therapeutic work. Cane probably will not be on the market in good supply before August or September. There is...however...a synthetic cane that comes in sizes comparable to those of natural cane. It's made of plastic and said to be stronger than natural cane, but the price is higher.

TOMATO JUICE VS. TOMATOES

With the commercial tomato pack considerably smaller this year than last, home cooks sometimes ask whether tomato juice can replace tomatoes successfully in a soup, sauce, or baked dish.

Yes, say food specialists of USDA's Bureau of Human Nutrition and Home Economics. Juice can be used, provided large pieces of tomato aren't important to the looks and flavor of the food when served.

If a recipe calls for tomatoes, juice can be used, measure for measure. But don't overlook the seasoning angle. Commercially canned juice often contains spices as well as salt...the label on a can tells the ingredients. So, you may want to go light when adding more seasoning.

When the dish is done, say the food specialists, you can expect a different look in a dish made with tomato juice. Instead of the bright red and white of say, spaghetti with tomatoes, juice gives the dish an overall light orange tint.

Here are a few suggestions from the bureau about adding tomatoes to meat stand-bys, where tomato juice can be used equally well, as a matter of convenience:

Add 1 cup fresh or canned tomatoes to your favorite recipe for a 1 1/2 pound meat loaf that calls for about 1 cup of soft bread crumbs as a binder.

For extra flavor and moistness in ground meat patties, add 3/4 cup fresh or canned tomatoes to 1 pound ground beef. Add 1/2 cup uncooked, quick-cooking oats as the binder, and season. This combination has a "different" flavor, and it helps stretch 1 pound of meat to serve six.

Pour 2 1/2 cups fresh or canned tomatoes over a pot roast the last hour of cooking. It makes a delicious gravy, especially if a clove of garlic and a little thyme are cooked with the meat.

Tomatoes are a "must" for Spanish steak. Pour 2 1/2 cups fresh or canned tomatoes over the browned meat and add chopped onion and green pepper. Season with salt and pepper. Cook until tender.

PEARS, APPLES, PEACHES AND BUTTER

Horticulturists tell us that because the early colonists had a tendency to give familiar names to unfamiliar fruits and vegetables, many such foods are misbranded. For instance, look at the avocado, which is now plentiful in most Western markets. Many names have been tagged onto the avocado... "alligator pear," "butter pear," "custard apple," "laurel peach"... "midshipman's butter." Actually, they belong to the laurel family, along with the sassafras, cinnamon, camphor and the California bay tree.

Avocados are one of our most perishable fruits. After they're picked, they are run onto an assembly line at the packing shed for dusting and polishing by machine. Then they are graded and weighed, sorted and nested in excelsior in flat boxes. Before shipment, they are pre-cooled at 42 degrees to remove any grove heat and to properly condition the fruit. In the past 20 years, commercial production has increased more than 10,000 percent.

HOME TO LUNCH

Now that many of the women who have been working in industry during the war are returning to their homemaking jobs, here are a few tips you may like to pass on to them about lunches. Now that it's possible for the children, or the man of the house to come home to lunch again, it's time to get back the old knack of putting out an attractive, nutritious meal in a short time. Here are some recipe suggestions for easy-to-make, attractive main dish items:

BOLOGNA CORNUCOPIAS
(for 6)

1 pound Bologna	$\frac{1}{2}$ cup diced celery
3 cups soft bread crumbs	1/3 cup table fat or
$\frac{1}{2}$ teaspoon salt	drippings
2 tablespoons minced onion	$\frac{1}{2}$ cup water or evaporated
1 cup tomato juice	milk

Fold single slices of Bologna to form a cone. Fasten each with a toothpick. Combine crumbs, salt, onion and celery. Add fat to warm water or milk and pour over the bread mixture. Fill cornucopia, place in a shallow baking pan and pour over tomato juice. Bake in a hot oven (400°) 15 to 20 minutes. Excellent served with potato salad and a vegetable.

LIVERWURST CUTLETS
(for 4)

Buy 1 pound of liverwurst in the piece. When ready to use, remove casing and slice about $\frac{1}{8}$ inch thick. Dip slices into cracker meal, then into beaten egg, then into cracker meal again. Pan fry slowly in melted fat until brown. Serve very hot with tartar sauce, horseradish or chili sauce. Good with a salad made from left-over vegetables and mashed potatoes.

FRENCH DIP SANDWICH

Make a sandwich of 2 slices of bread, using one slice of cold meat and one slice of cheese as the filling. Dip each sandwich into a mixture made of 1 slightly beaten egg and $\frac{1}{2}$ cup of milk. Pan fry in a small amount of table fat or clear drippings over low heat. Turn until brown and serve hot with cole slaw and a green vegetable.

BRAISED VEAL KIDNEYS WITH TOMATOES
(for 6)

3 veal kidneys	2 tablespoons chopped onion
salt	2 tablespoons table fat
flour	1 cup cooked tomatoes

Cut kidneys in half lengthwise. Remove white membrane. Soak in cold water for 15 minutes. Cut into 1-inch pieces. Season. Dredge with flour. Brown onion in fat. Add kidneys and cook with onions for about 5 minutes, or until well browned. Add tomatoes and cover. Simmer for 1-minute, or until kidneys are tender and sauce is thickened. Good with a tossed green salad and mashed potatoes.

PACIFIC MARKET PANORAMA

Los Angeles

BEST FRUIT BUYS..... Small size oranges, small size tangerines
IN MODERATE SUPPLY..... Large size tangerines (ceiling), large oranges (ceiling),
grapefruit, avocados, limes
IN LIGHT SUPPLY..... Lemons, pears, Hawaiian pineapples, bananas
BEST VEGETABLE BUYS..... Russet potatoes
IN MODERATE SUPPLY..... Lettuce, tomatoes, cabbage, celery, cauliflower
(slightly higher)
IN LIGHT SUPPLY..... Onions (ceiling), bunched vegetables, green onions,
(high), peas, eggplant, artichokes, Brussels sprouts,
broccoli (high), sweet potatoes, cucumbers, snap beans

San Francisco

BEST FRUIT BUYS..... Avocados, grapefruit, small size oranges
IN MODERATE SUPPLY..... Other oranges (ceiling), limes, tangerines, lemons
IN LIGHT SUPPLY..... Apples
BEST VEGETABLE BUYS..... Cabbage, cauliflower, celery, potatoes
IN MODERATE SUPPLY..... Lettuce, broccoli, peas, hard squash, sweet potatoes,
tomatoes
IN LIGHT SUPPLY..... Dry onions, artichokes, green onions, peppers, soft
squash

Portland

BEST FRUIT BUYS..... Arizona grapefruit, small size oranges
IN MODERATE SUPPLY..... Apples (ceiling), avocados (slightly lower)
IN LIGHT SUPPLY..... Bananas
BEST VEGETABLE BUYS..... Cauliflower, cabbage
IN MODERATE SUPPLY..... Rhubarb (lower), potatoes, peas, Brussels sprouts,
celery, lettuce, spinach
IN LIGHT SUPPLY..... Tomatoes, summer squash, peppers

Seattle

BEST FRUIT BUYS..... Small size oranges
IN MODERATE SUPPLY..... Other oranges (ceiling), grapefruit, Washington apples,
avocados
IN LIGHT SUPPLY..... Pears, lemons, bananas
BEST VEGETABLE BUYS..... Cabbage, broccoli, Florida new potatoes, old crop
potatoes
IN MODERATE SUPPLY..... Rhubarb, Brussels sprouts, cauliflower, celery, lettuce,
winter squash, zucchini, sweet potatoes, carrots, beets,
parsnips, rutabagas, turnips
IN LIGHT SUPPLY..... Tomatoes, onions, artichokes, cucumbers, eggplant,
peppers

Reserve

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Radio Roundup

A weekly service for Directors of
Women's Radio Programs

FEBRUARY 15, 1946

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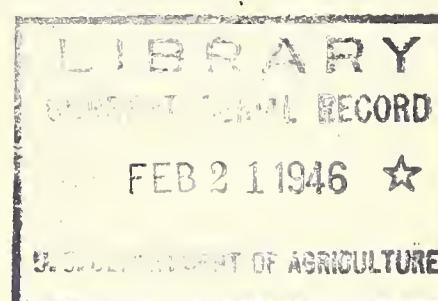
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Room 555
821 Market Street
San Francisco 3, California

U. S. Department of Agriculture

FOOD OF THE WORLD

The world food problem and its causes are covered in a recent report from USDA's Office of Foreign Agricultural Relations. Here is a brief resume which may be of value to you as background material for some of your broadcasts on food. The information comes from agricultural attachés and other U.S. foreign service officers stationed abroad, from reports of foreign governments and our occupation authorities, and from background information in the files of USDA.

The chief causes behind the problem are these: (1) total world food production in 1945 was down 12 percent per person below the prewar level...this reduction being chiefly in countries normally depending on imports: (2) the distribution of food in wartorn nations was seriously disrupted.

Hunger is Europe's worst enemy

The United States and Canada, the British Isles and the Middle East are reported to be the only large areas where food production in 1945 was relatively favorable. It's interesting to note, incidentally, that in the United States we're producing about 1/3 more food than the prewar average, and we're eating more, per person, than in any previous year. During the first six months of this year in many other countries, however, food shortages are expected to be very serious, in some instances approaching starvation levels. In Spain, Italy, Germany, Austria, Finland, and segments of Poland, Hungary, Yugoslavia, and Rumania, the diets of the people are already greatly deficient, and they're beginning to show the effects of malnutrition, hunger...even starvation. Greece, France, Czechoslovakia, Switzerland, Norway, The Netherlands, Luxembourg and Belgium face a considerable decline in their already restricted diets. In continental Europe, the only countries having diets approximating prewar levels are Denmark and Sweden.

Food rations increased too soon

You see, after V-J Day, food rations in many of the countries so short of food were increased, as they expected larger imports immediately. These have not materialized, however, which makes the present restriction of rations absolutely necessary. The Office of Foreign Agricultural Relations report points out that food production in 1945-46 season in continental Europe is 25 percent below prewar levels, chiefly because of wartime shortages of labor and materials and the severe drought in many parts of southern Europe and North Africa. Unfavorable growing conditions also are reported from several southern hemisphere countries and other areas, including Japan. It's expected that the world production of food will increase in 1946-47, barring unfavorable growing conditions or drought. It is certain, though, that production still will be below prewar levels.

With reference to the types of food...there's been a decided decline in the staples, such as wheat, rye, rice and sugar, and sharp reductions in fats and oils, eggs, meat and dairy products. It should be taken into consideration also that reserve stocks are low. As a matter of fact, about the only possibility of increase in animal proteins during 1946 is an expected increase in the fish catch. The fishing grounds of the North Atlantic are being reopened, and the countries which use a great deal of fish in their diet are trying to rehabilitate their fishing industries. The foregoing makes it easy to understand why President Truman is calling on us in this country to conserve our food, to make it go farther, and to share it with the other countries of the world.

INTRODUCING....80 PERCENT BREAD

It's here...it's now...and it's good! Sounds like an advertising slogan, doesn't it? The product in question is the new bread of the land...made from the 80 percent flour decreed by the President's Directive of February 6th. A sample batch of the flour has been milled, some sample loaves of the bread have been baked at USDA's Research Center at Beltsville...and both were displayed at the Department of Agriculture the other day. And here's the consensus of the group of press and radio people who looked, touched and tasted:

In the first place, it isn't dark...it isn't gray...it's really just a slight creamy white. The texture is about the same as our present bread, by actual comparison...though the loaf of new bread didn't rise quite as high as the other. As for the flavor, everybody who tasted it reported that they liked it better....it seemed just a bit more full-bodied. It isn't at all like wholewheat bread in flavor, or cracked wheat, or any other of the darker breads with which we're familiar. It doesn't even have that wheaty or nutty flavor we anticipated. If you were served a slice of the new bread without knowing what it was, it doesn't seem likely you'd notice any difference between that and the present 72 percent bread.

WHETHER 80 OR 72, SAVE IT ANYWAY

The President's recent statement about the world wheat shortage, and his instructions to government departments to take drastic steps to save wheat, made it clear that it's going to be up to all of us to put a conservation program into effect immediately. You broadcasters can be of tremendous help in this activity, with your large audiences of home-makers who depend on you for information and helpful suggestions. No doubt you have many ideas of your own about bread conservation, but probably you'll be interested in some conservation suggestions made in a recent radio broadcast by Dr. Hazel K. Stiebling, Chief of the Bureau of Human Nutrition and Home Economics.

Dr. Stiebling pointed out that if every American family would save just half of a slice of bread a day, it would mean a daily saving of half a million pounds of bread. She suggested eating an extra potato occasionally instead of the second slice of bread, and remarked that a small potato is about equal in food value to a slice of bread, and has the additional advantage of containing some vitamin C. Another substitution might be at breakfast, according to Dr. Stiebling...a bowl of oatmeal in place of all or part of the usual serving of toast. And she warned against the serving of too much bread at each meal, reminding us that bread left on plates to become dry is sometimes thrown away. If bread does dry out, there are dozens of ways to use it, of course. French toast, cheese toast, milk toast...cheese souffle, scalloped tomatoes and other vegetables, scalloped apples, bread pudding...those are only a few of the uses for dry bread or crumbs. Incidentally, when you're talking about bread pudding, why not suggest glamorizing it a bit with nuts and raisins, or preserved fruit, a bit of left-over jelly...or by turning it into a chocolate pudding by adding cocoa or baking chocolate? There are also the familiar uses for bread crumbs...coating foods for frying, topping dishes for baking, stuffing chickens and turkeys, or combining with meat to stretch it.

The main idea to get across to your listeners now is that we mustn't throw away a slice...not even a crust of bread...it's a vitally important food...a principal article in the diet of millions of hungry people all over the world.

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BEATING THE SUGAR-BEET PROBLEM

When the American housewife is feeling a little sorry for herself because she doesn't have as much sugar as she'd like, probably she doesn't realize that her situation would have been still sadder if it hadn't been for some of the sugar beet research activities of the Department of Agriculture.

During World War I, efforts were made to increase the production of beet sugar in this country. There were many complications, however: difficulties in getting beet seed from Europe, disease, the high cost of labor, and so forth. Furthermore, the sugar beet normally requires growth in two seasons to produce a seed crop, and this added greatly to the expense of producing sugar.

At the New Mexico Agricultural Experiment Station, federal and state scientists, all working together, discovered back in 1922 that sugar beets planted in the fall remained alive throughout the winter in the mild climate. This meant that they produced seed the second year without being stored and re-planted. By 1928 this system of seed growing had been developed, and since then federal plant scientists have adapted this method to other sugar-beet-growing areas. Furthermore, the extensive hand labor formerly required has been replaced by machine operations, which have reduced the cost of seed production.

USDA estimates the entire cost of developing this new method of growing sugar beet seed at about \$400,000. It was a good investment though, as the yearly value will be fully one and a half million dollars.

HOSIERY HINTS

Here are a couple of hints from clothing specialists of USDA about hosiery care and preservation. Maybe they'll help some of your listeners in postponing the day when they go around stocking-less because they just can't buy a new pair of hose.

(1) Ravel some yarn from an old stocking, to get the best possible mending thread for snags and runs in hose. The stocking yarn is of lighter weight than ordinary mending thread, and will be less conspicuous. Thread from old nylon stockings (if anybody has them old enough to be retired) makes the best and strongest mend, but a heavy, not-so sheer rayon stocking gives an excellent thread for mending.

(2) Since many girdles are now made with tape instead of elastic garters, it's a good idea to substitute elastic you buy by the yard for this tape. This will increase the "give" and cut down on runs from the top of the stocking. Also, since the metal grips on many present-day garters are of low quality and likely to cut the stocking, replacing them with higher quality grips from old girdles is a very good idea.

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PORK FOR OVERSEAS

While hog marketing is now at a seasonal peak, the U.S. Department of Agriculture is going to be buying more pork and lard for shipment to needy countries abroad. Purchases will be made under arrangements similar to those in effect during the war...that is, by packer set-aside under War Food Orders. Effective February 10, federally-inspected packers in all but eleven southern states will set aside 7 1/2 percent of the live weight of the hogs slaughtered each week. They will also reserve a certain percentage of the lard they produce...5 percent of the live weight of hogs. This means that about a sixth of our total output of pork and pork products and about a third of our lard will be for government purchase.

There have been no set-aside orders in effect on pork and pork products since last September...but the government has been purchasing some pork on the open market for shipment abroad. The new measures were taken to increase purchases and to meet urgent foreign needs.

VEGETABLE HEADLINER

There's likely to be a good supply of cauliflower in most markets these days, of excellent quality. This is the winter-grown cauliflower, chiefly from California and Arizona...with some from Texas and Oregon. The crop is about 10 percent greater than last year's winter crop. You'll do well to suggest it as a delicious addition to wintertime meals, cooked or raw in salads. And remember...if it's being cooked, it shouldn't stay on the fire too long. Overcooked cauliflower loses not only its delicate flavor, but its snowy white color.

PASS THE CITRUS JUICE

The world citrus crop for 1945-46 is the largest on record, USDA's Office of Foreign Agricultural Relations reports. The 36 major citrus-growing countries will produce 335 million boxes, it is estimated, compared with last year's 320 million. The prospective citrus crop consists of 243 million boxes of oranges, tangerines and mandarins, 66 million boxes of grapefruit, and 26 million boxes of lemons. It's interesting to note, incidentally, that while grapefruit originated in the Orient, practically all the grapefruit in the world is now grown in the United States...so are about half the lemons, and approximately 45 percent of the oranges.

Notes on Grapefruit

People in this country were slow to appreciate how delicious grapefruit really is. One citrus grower of the early days, so the story goes, sent two crates of grapefruit with his shipment of oranges to Seattle. The grower did not hear what happened to them until years later when he met the dealer and learned that he had had only one customer for them. Nobody else who came to the store had the curiosity to try a grapefruit!

As late as 1885, grapefruit was described as "more showy than useful," although it was mentioned that "the juice is rather refreshing." Perhaps one reason the grapefruit was unpopular in the Gay Nineties was because it was often bitter, thick-skinned and pithy. The grapefruit we buy these days are juicier, sweeter and more tender, as a result of research and experimentation.

PACIFIC MARKET PANORAMA

Los Angeles

BEST FRUIT BUYS..... Small size Navel oranges
IN MODERATE SUPPLY..... Other oranges (near ceiling), grapefruit (slightly lower), avocados, limes
IN LIGHT SUPPLY..... Apples (most at ceiling), lemons, pears, Hawaiian pineapples
BEST VEGETABLE BUYS.... Cabbage, potatoes
IN MODERATE SUPPLY..... Lettuce, cauliflower, beets, turnips (lower), carrots, local rhubarb
IN LIGHT SUPPLY..... Celery (higher), tomatoes, dry onions (ceiling), green onions (high), eggplant, peas, hothouse rhubarb, sweet potatoes (best at ceiling), Florida snap beans (ceiling), artichokes, Brussels sprouts, broccoli

San Francisco

BEST FRUIT BUYS..... Very small oranges and limes
IN MODERATE SUPPLY..... Other oranges, grapefruit (most at ceiling), avocados
IN LIGHT SUPPLY..... Apples, pears, tangerines (ceiling)
BEST VEGETABLE BUYS.... New and old crop potatoes
IN MODERATE SUPPLY..... Cabbage, cauliflower, tomatoes, sweet potatoes, hard squash, peppers (high), lettuce (ceiling), Southern California celery (high)
IN LIGHT SUPPLY..... Artichokes, broccoli, Brussels sprouts, spinach, soft squash, eggplant, dry onions and peas (ceiling)...

Portland

BEST FRUIT BUYS..... Arizona grapefruit, small size oranges
IN MODERATE SUPPLY..... Apples (most at ceiling)
IN LIGHT SUPPLY..... Pears
BEST VEGETABLE BUYS.... Cabbage, potatoes and rutabagas, parsnips, carrots
IN MODERATE SUPPLY..... Rhubarb, mustard greens, lettuce, local bunched vegetables
IN LIGHT SUPPLY..... Celery, cauliflower, tomatoes, artichokes, eggplant, peppers

Seattle

BEST FRUIT BUYS..... Small oranges
IN MODERATE SUPPLY..... Washington apples and winter pears (ceiling), grapefruit, avocados, lemons
IN LIGHT SUPPLY Bananas
BEST VEGETABLE BUYS.... California green cabbage, homegrown carrots and rutabagas, Texas squash, Florida new potatoes, No. 2 old crop potatoes
IN MODERATE SUPPLY..... Hothouse rhubarb (lower), cauliflower, celery, lettuce (higher)
IN LIGHT SUPPLY..... Dry onions, hard squash, green onions, tomatoes (ceiling), broccoli, eggplant, cucumbers (high), artichokes, green peppers (high)...

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Radio Round-up

A weekly service for Directors of
Women's Radio Programs

FEBRUARY 21, 1946

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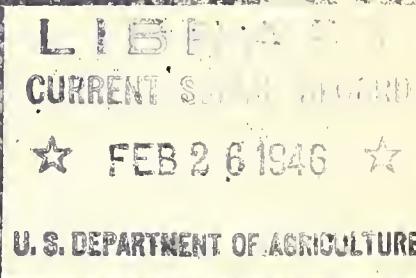
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U. S. Department of Agriculture

Room 555
821 Market Street
San Francisco 3, Calif.

FLOUR FOR MADAME

All wheat flour produced on and after March 1 cannot be less than the 80 percent extraction type. However, you won't be seeing the new product for a few weeks, as there are stocks of our present 72 percent extraction flour still available.

War Food Order No. 144, which contains the 80 percent extraction ruling, was recently issued by the U.S. Department of Agriculture as a part of President Truman's program to help feed hungry Europe. As long as the present terms of the Order are in effect, special cake flours with a much lower extraction rate are out also and the numerous bakers' patent and family flours. The USDA Bureau of Human Nutrition and Home Economics is carrying on research now and will have new recipes available for bread and other quick breads if any changes are needed in present recipes. These recipes will be ready at the time the flour appears on local markets. However, from all indications, bread and other bakery products are not going to be as much different as some people have feared.

Besides determining the extraction rate for flour, the War Food Order controls the distribution of wheat and flour. These regulations were necessary so that we can meet our export commitments, maintain adequate supplies of wheat and flour for use at home, and still have an adequate carry-over until the new crop becomes available in July. The amount of wheat used in mixed feed for livestock will be limited. And no flour may be used in mixed feed unless it is unfit for human consumption. Furthermore, food manufacturers will be limited to a 30-day inventory of flour and wheat. Distributors will also have inventory limitations. These regulations were needed to speed the movement of wheat and flour into trade channels.

One of the questions many people have been asking about the new 80 percent flour concerns its nutritive value. Here's what USDA's Bureau of Human Nutrition and Home Economics has to say on the subject.

The new flour, as milled, will have a higher content of iron, B vitamins, especially thiamine, and a better quality protein than unenriched white flour. Flour and bread will continue to be enriched up to the levels required in War Food Order #1. However, the new flour will contain no visible bran, and there is no reason to believe it will have any different digestive effect from the wheat flour to which we are accustomed.

BHHE points out that modern white flour for years has been losing important values in the milling. In order to have it white and fine, with good keeping qualities, the outer coat of the wheat berry was removed. This took away about seven-eighths of the thiamine and niacin, three-fourths of the riboflavin, and four-fifths of the iron, as well as some calcium, phosphorus, and some protein of better quality than the heart of the grain contained. It's evident, therefore, that the 80 percent extraction flour, before enrichment, will be an improvement over the present 72 percent flour; before enrichment.

Another question you may have had in mind concerns the quantity of flour we'll have in this country during 1946. Well, it's been estimated that there will be available for each of us 3 percent less wheat flour than we had in 1945. Even so, however, our per capita consumption will be three percent above the pre-war figure. It doesn't appear to be much of a sacrifice we'll be making, does it?

DON'T BE A FLOUR HOARDER

Here's a warning for you to pass on to your listeners...Don't hoard flour! It's not only selfish, but unnecessary and unwise, the grain specialists of USDA report. There isn't any shortage of wheat in this country...so excessive buying is unnecessary...and there is a danger that flour may spoil in home storage...making hoarding wasteful and unwise.

Most experienced housewives know that flour can't be kept for a long period of time in the ordinary warm kitchen or apartment without danger of becoming infested with weevils. Commercial bakers, who usually keep up to 45 days' supply on hand, store the flour in rooms specially built for that purpose. These have the necessary air conditioning apparatus to control temperature and humidity. In many homes, especially apartments, flour is often stored on high shelves, where the temperature is above the average of the room. This increases the danger of spoilage. And don't think it can be kept successfully in the home refrigerator either, because flour takes up moisture and should be kept dry as well as cool.

You might remind the homemakers in your audience that it would be a real tragedy if flour were allowed to spoil in this country at a time when it's desperately needed in so many parts of the world.

FEBRUARY CROP REPORT

The February crop report, just released by USDA's Bureau of Agricultural Economics, states that American farmers are preparing, in the 1946 crop year, to make a peacetime contribution which will compare well with their wartime efforts. The total acreage goal is somewhat higher than the acreage planted in 1945. The weather is the greatest question mark.

It's of interest to note that the combined citrus crop will not only exceed last year's, but will be half again as large as the 1934-43 average. Milk production in January was 9 percent above the 10-year (1935-44) January average. Farm poultry flocks laid more eggs in January 1946 than in 1945, but production was not quite up to the January 1944 record. In the South, winter crops were growing slowly because of the cold and wet soil, but some progress was reported. Inclement weather also caused some damage to cotton and corn, although the harvest continued. There was a sharp increase in the movement of wheat from farmers to markets in the first half of January, but transportation difficulties slowed it down later. Livestock is holding up well on western ranges. Northern winter ranges are mostly open, with good feed available, but feed is short in the Southwest.

BAE concludes a summary of this report by saying that from the 100th meridian eastward, prospects appear to be average or better. In the Pacific Northwest and Northern Mountain areas, prospective irrigation water supplies are for the most part ample. In the Great Plains area, particularly the southern portion, prospects leave something to be desired. While details of farmers' intentions to plant are not available before March, everything indicates that farmers are well up with their fall and winter work, and with their preparations for the 1946 crop season.

BROILER UP

There are record stocks of all kinds of poultry in storage across the country right now. In addition to storage stocks and current supplies in all states, broilers and fryers are now moving to market from specialized areas.

Our commercial broiler farms are chiefly in the East and South...and the principal markets for their products are east of the Mississippi River. The broiler growers who started chicks last October and November are now marketing birds weighing 2 1/2 to 4 pounds. Because of increased production, there is even a temporary oversupply of this type of chicken for which America is famed.

Here are the reasons for the abundance. Production of broilers and fryers was very heavy during the war, because the army particularly liked this poultry for use in camps in the United States and to ship frozen to our military forces overseas. When civilian supplies of "red meats" were rationed, there was also a ready market for all poultry at home. You probably remember the chicken shortage last spring and summer. Even after the end of the war, the market was good in spite of reduced army buying. Now the army has ceased buying poultry, having filled most of its needs for this food until the summer months. This surplus problem has been further complicated by the shortage of poultry feed. More grain must be saved for direct human use in food-deficit foreign countries. Storage space is another factor; storage plants can't find adequate space to hold the processed birds.

Thus for several weeks, consumers will find broilers and fryers a reasonable buy. An extra meal or two of broiled or fried chicken for the average family will help to solve this temporary oversupply.

Here's how

Here are some suggestions from USDA's food specialists about the cooking of chicken and other young birds.

In broiling, the heat should be moderate, for slow, even cooking. Always start cooking the chicken with the skin side away from the heat. Remember to keep the heat very moderate, and to have the meat several inches from the flame or heating element. Turn the chicken several times as it browns, and baste frequently with the pan drippings or with other melted fat. A 3-pound chicken (dressed weight) when broiled at moderate heat, will probably need from 35 to 45 minutes to cook evenly to the bone. And here's an idea which may appeal to many cooks...if it's more convenient, cook the chicken partly done in the broiler and finish in a moderate oven (300 to 350 degrees F.), or start it in a moderate oven and finish under the broiler.

To pan-fry chicken in shallow fat, it's necessary to use a heavy frying pan, with about a half inch of fat, hot, but not smoking. Put the thickest pieces of chicken in the pan first, leaving space for the fat to come up around each piece. Cover the pan and cook at a moderate heat, turning when brown. The thickest pieces of a 3-pound chicken (dressed weight) usually need from 20 to 25 minutes to cook until done to the bone if fried entirely on top of the stove. A good method when frying several birds, or when pan space is limited, is to remove the pieces from the frying pan before they're entirely done, and finish cooking in a moderate oven.

FROM FLYING TO FARMING

Here's a story about Charley Noble, Jr., Marmora, New Jersey, formerly a Master Sergeant on a B-17 bomber...and the Farm Security Administration....an illustration of what FSA is doing to help veterans who want to have farms of their own. (Since many of your listeners are the wives or mothers of veterans, this subject may be of considerable interest to them). Charley, who isn't yet 21, spent a couple of years in the army and was discharged about a year ago. After he put his civilian clothes back on, he started raising vegetables on his dad's farm. Getting established on a farm wasn't as easy as it may sound, though. First, he went around to different places trying to borrow money so that he could buy feed, seed, fertilizer, equipment, livestock, and other farm necessities. When he failed in this, he applied for an FSA loan, and was approved. Charley received \$2500, repayable at 5 percent over a period of five years.

This proved to be just the start Charley needed. By spring he'd planted a variety of vegetable crops...beans, tomatoes, sweet corn, melons, peppers and lettuce. He did so well on the home place that he rented more land from neighbors. He also raised some chickens. In less than a year's time, Charley Noble had repaid the entire five-year loan. Now he's looking forward to buying a farm of his own, with the government's farm ownership type of loan.

The Farm Security Administration reports that up to January 1, 1946, loans totaling nearly two million dollars had been made to about 300 veterans to buy farms. About 3,300 others had received loans totaling about eight million dollars to buy livestock, feed and other farm supplies, to operate farms. This is only a fraction of the number of veterans who have applied for credit, though...about twelve thousand have asked for money to buy farms, and more than sixteen thousand want to borrow money for the operation of farms. FSA has an allocation of 25 million dollars for farm purchase loans for the fiscal year 1945-46, and applications are being acted upon as rapidly as possible.

Another angle the veterans especially seem to like is the guidance in good farm practices that goes along with the loans. Many of them have come back from the service feeling a bit rusty at farming, or behind the times in modern efficient methods. Therefore, they welcome the chance to get not only the money they need, but to brush up on their knowledge of good farming. Any veteran interested in getting one of these loans should apply to his nearest FSA County Office.

PORK SET-ASIDE UPPED

Since we reported to you last week that Uncle Sam is going to be buying 7 1/2 percent of the pork and pork products for shipment over seas, there's been a change. The government set-aside has been increased to 10 percent of the live weight of all hogs slaughtered each week. The set-aside on lard remains the same as previously announced...5 percent. This applies only to federally inspected packers in 37 states; 11 south eastern states are not affected.

As you probably know, it is at this time of year that hog slaughter reaches its height, so every effort is being made to meet the urgent foreign needs during this season.

WHEAT EXTRACTION -- OVERSEAS
BRANCH

It's interesting to note, in connection with all the comment that's been aroused over our increase in the extraction rate of flour from 72 percent to 80 percent, that the United States still will have a lower milling percentage than most of the rest of the world. USDA's Office of Foreign Agricultural Relations reports that in practically all of Europe and Russia, wheat flour extraction rates for bread are from 85 to 90 percent. In South Africa, the extraction rate has been 96 percent for the past four years, and the extraction rate for corn is 100 percent. Many countries are adding considerable quantities of rye and coarse grains, such as corn and barley, to their flour.

For your information, here are the current extraction rates reported from various countries: Russia 80-90 percent; France 90-95 percent; Italy 91 percent; Austria, Germany (U.S. Zone), Greece, Hungary, Portugal and Yugoslavia 90 percent; Switzerland 88 percent; Netherlands, North Africa, Norway, Poland and United Kingdom 85 percent.

It's obvious that the wheat we'll be shipping overseas, under our new program, will be put to very good use, and that the countries receiving it will get even more out of it than we do here at home.

OLIVE OIL CARGOES

The first olive oil from Greece since the beginning of World War II will soon be arriving in this country. It's also our first import of olive oil from any source for about a year, when we received some from Spain.

It seems that the United States is going to trade the Greek Government 3,000 metric tons of soybean oil (a metric ton is 2,204.6 pounds) for an equal quantity of olive oil. This swap arrangement is the only way to satisfy the big demand for olive oil in this country. We trade an oil of which we have a fair amount for one we need...but don't have at all...vice versa for the Greek Government.

Shipments from Greece will start the latter part of February and continue during March. The olive oil will be imported at prices in line with ceilings established by the Office of Price Administration.

GEORGE WASHINGTON ON FOOD
CONSERVATION

George Washington was a good householder as well as a good president, and right now, on the 214th anniversary of his birth, it seems a good time to tell you something he said, which touches on an important current problem...the conservation of food. During an interview with a Mr. Germain, a prospective steward for Lt. Vernon, in June, 1794, Mr. Washington cited, as causes of waste, the following:

"....Inattention and carelessness in suffering things to be wasted and destroyed in the family which might and ought to have been prevented...providing more for the use of that family (specially in the article of provisions) than is really necessary...and particularly from not seeing that that which is provided ...be not suffered to spoil."

FLASH ON FAT SALVAGE

Fat salvage collections are higher now than they were back in the days before points were offered...and that's good news to all of us. It was feared that after the incentive of red points was removed, and after meat was taken off rationing, there would be a tremendous let-down. And it's true that there was a decrease in collections during the holiday season. However, in the 10-week period since point payment for salvaged fats was discontinued, collections have been 46 percent higher than the average in the days before points were given. This indicates that the American housewife is continuing to do a good job, and for patriotic reasons only, when it comes to saving and turning in used fat. A great deal more is needed, though, and you can help by reminding your listeners about it every once in a while.

And by the way of inspiration, here's a story from extension service about the fine work done by the Four-H Clubs of Vermont in a recent drive to collect and turn in used fat for salvage. The war may be over...but these young people aren't letting down in their efforts along this line.

During the contest period, from the middle of November to December 31, these clubs turned in a total of 3,395 pounds of used fat. The contest was open to all 4-H Clubs in the state...cash prizes were offered and each club received credit for the contributions of neighbors and friends, as well as for the fat turned in by members. The first prize of \$25 went to the Roaring Branch Club of Sunderland, for a total of 373 3/4 pounds. \$10 was the second prize, and this was awarded to the Middle Island Girls' Club of Grand Isle, which was responsible for 219 pounds. Three more prizes of \$5 each were awarded to three clubs turning in from 135 to 150 1/2 pounds each.

You might like to use this story as a spur to adult groups which are either already engaged in similar campaigns, or which might undertake them if sufficiently urged.

THE WESTERN SLANT

Here in the West, the Fat Salvage story is not so rosy...The collection figures for December have now been computed, and when all the ups and downs were added up, the 9 Western states show a heavy DOWN figure....down 120,710 pounds from November. However, four of the states collected more used fat than they did in November. Arizona was one, Idaho another, along with Nevada and Oregon. It's too late to increase the collections for January, now. But let's see if the 9 Western states can't show an improvement in February.

STALKS IN TRADE

Served raw as a relish or salad ingredient...or cooked...celery is a vegetable headliner these days. The winter crop of celery from Florida and California rates among the vegetables in good supply. Florida, which covers markets in the East and as far West as Chicago, is now well into its shipping season. Most Western markets are now getting their celery from Southern California, where the crop is larger than last year, though not over a third as large as the Florida production.

PACIFIC MARKET PANORAMA

Los Angeles

BEST FRUIT BUYS..... Small size oranges
IN MODERATE SUPPLY..... Large oranges (ceiling), grapefruit, limes (reasonable)
lemons (slightly lower), avocados (slightly higher)
IN LIGHT SUPPLY..... Apples (ceiling), pears (best at ceiling), Hawaiian
pineapples (high), bananas (ceiling)
VEG. IN MODERATE SUPPLY.. Lettuce (ceiling), celery, potatoes (Russets slightly
higher), tomatoes, spinach, beets, carrots (higher),
cabbage
IN LIGHT SUPPLY..... Dry onions (ceiling), green onions (high), eggplant
(high), broccoli (lower), artichokes, Brussels sprouts
(high), sweet potatoes (ceiling), rhubarb, Florida
snap beans (ceiling), asparagus (high), peas (ceiling)

San Francisco

BEST FRUIT BUYS..... Grapefruit, oranges and limes
IN MODERATE SUPPLY..... Avocados (reasonable)
IN LIGHT SUPPLY..... Apples, pears and tangerines
BEST VEGETABLE BUYS..... Old and new potatoes
IN MODERATE SUPPLY..... Cabbage, cauliflower, peas, celery, bunched vegetables,
Washington rhubarb (lower), spinach, tomatoes
IN LIGHT SUPPLY..... Artichokes, dry onions, green onions, peppers (high),
broccoli, soft and hard squash, sweet potatoes (ceiling),

Portland

BEST FRUIT BUYS..... Small oranges, Arizona grapefruit
IN LIGHT SUPPLY..... Apples, bananas
BEST VEGETABLE BUYS..... Cabbage, old and new potatoes, topped carrots, beets,
turnips and rutabagas
IN MODERATE SUPPLY..... Celery, lettuce, rhubarb, spinach, sweet potatoes
IN LIGHT SUPPLY..... Artichokes, dry onions, peas, tomatoes

Seattle

BEST FRUIT BUYS..... Small grapefruit, small oranges
IN MODERATE SUPPLY..... Apples, avocados, oranges
IN LIGHT SUPPLY..... Bananas
BEST VEGETABLE BUYS..... Topped beets, carrots, parsnips, rutabagas and turnips,
potatoes
IN MODERATE SUPPLY..... Broccoli, cauliflower, rhubarb, spinach, California
green onions, bunched carrots, celery, lettuce, sweet
potatoes
IN LIGHT SUPPLY..... Dry onions, tomatoes, eggplant, green peppers and soft
squash (high), Florida green beans (high)

Reserve
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Radio Round-up

A weekly service for Directors of
Women's Radio Programs

MARCH 1, 1946

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U. S. Department of Agriculture

Room 555
821 Market Street
San Francisco 3, Calif.

U.S.D.A. WONDER WORKERS

You broadcasters whose programs largely concern food will be interested in the annual report of USDA's Bureau of Agricultural and Industrial Chemistry, just released. Among a number of important results of the bureau's chemical research is information from the Western Laboratory at Albany, California, regarding some new food products.

For instance, there's a jelly-like dessert prepared from a modified pectin, used like gelatin or starch. This doesn't require cooking...not even the use of hot water. Then, there's a fruit spread, prepared from this modified pectin combined with uncooked fruit juice or puree, and preserved by freezing. The scientists at this laboratory also have developed a ready-to-use low-sugar jellied fruit dessert or fruit salad, which is sterilized by heat and sealed in cans. This product, incidentally, was packed commercially for use in army field rations during the war, to the extent of more than 20 million cans.

Motor fuel from corn cobs

Automobile owners will be interested in a process developed by the Southern Research Laboratory in New Orleans, to make better automobile tire cord from cotton. This is accomplished by using varieties of cotton selected for the purpose on the basis of their physical properties. And in the Northern Laboratory at Peoria, Illinois, experimental investigations indicate that from 90 to 95 gallons of liquid motor fuel can be produced from a ton of corn cobs or cottonseed hulls...about half, in the form of ethyl alcohol. This research is expected to move into semi-commercial scale production during 1946.

Rutin - and Penicillin X

Then, there's the new drug, rutin, developed in the Eastern Laboratory at Wyndmoor, Penn. Rutin can be extracted from the leaves and blossoms of the green buckwheat plant, and is valuable in the treatment of conditions arising from high blood pressure associated with fragile and weakened capillaries. (See Radio Round-Up story "Ready with Rutin" February 1, 1946). Another development in the medical field by bureau scientists, working with commercial penicillin manufacturers, is the discovery of a form of this drug carrying unusual and important properties...it's been named penicillin X. The work is still in an experimental stage and no further information is available at present. USDA's Northern Laboratory, the Carnegie Institute, and the University of Minnesota have cooperated to develop improved strains of mold for producing this and other forms of penicillin.

As Secretary Anderson observed recently, the results of research by USDA's scientists has repaid the nation many times for the investment in the laboratories.

146 FOOD GOALS REVISED

During these days when you are urging your listeners to save food...actually to return to some of their wartime conservation practices, you may like to remind them that those who produce our food also are being asked to make an extra effort. A few days ago Secretary of Agriculture, Clinton P. Anderson asked American farmers to produce even more food and feed than their original 1946 production goals called for. Mr. Anderson made specific requests to farmers to do everything possible to increase crops of corn, grain sorghums, soybeans and dry peas. The additional plantings of grain will help to meet serious shortages in both food and feed. Increased acreages of soybeans are designed to relieve the world-wide shortage of fats and oils. Dry peas are of great importance in relief feeding, since they're high in protein value, and are easy to store and to ship.

The Secretary also pointed out that the extreme shortage of the rye crop makes it advisable for farmers to allow as much rye as possible to mature for grain. As for rice, he made a special appeal to growers to exceed the present large goal, if at all possible.

When it comes to milk and milk products, the requirements are very heavy, and dairymen have been asked to try to meet the production goals. Those who raise meat animals are urged to market finished animals now to furnish necessary supplies of meat, and also to conserve food.

These increases will mean a delay in the reconversion plans of many farmers, alterations in crop plans, and a heavy strain on the soil. Mr. Anderson feels, however, that the present food situation calls for a continued all-out production effort.

KEEP 'EM PLANTING

Whether you call them home gardens, or whether you call them Victory gardens... the activity is the same...and just as important this year as before. As you know, the President has called on the nation's home gardeners to continue the fine work they've been doing in food production. You can do a great deal in your own community to make your listeners realize the vital necessity for producing and conserving food which will help to replace the food needed for shipment abroad. President Truman pointed this up in his announcement when he said: "The threat of starvation in many parts of the world, and the urgent need for food in this country, emphasizes the importance of continued effort to add to our total food supply."

At the request of the President, Secretary of Agriculture Anderson is arranging a conference of national garden leaders March 26-27-28 and has named Paul C. Stark, of USDA, Director of the National Garden Program. This program will be carried forward in the various localities by the state extension service and other established agencies. It is hoped that local and state garden committees will continue their activities, cooperating with garden clubs, extension groups, 4-H Clubs, Boy Scouts and other groups that worked so energetically on the Victory Garden Program of the war years. As plans develop, we will give you more information from time to time.

KITCHENWARE COMMENTS

Happier days are here again, when it comes to buying kitchenware. Our pots and pans and kitchen gadgets are gradually coming back from the war...they've been serving as airplane and radar equipment, parts of bombers, technical instruments, and all that, you know. Now, however, the kitchenware departments of our favorite stores are beginning to take on their bright and shining pre-war look. Since most of your listeners probably have been getting along with the old things for the past few years, they're doubtless ready to make some replacements now. You can be of help to them by reminding them of several points to check on in purchasing kitchen utensils. Here are some suggestions from household equipment specialist of the U.S. Department of Agriculture.

1. - Balance...the pan and its handle should be well-balanced, so that the pan stands steady, even when empty. Too heavy a handle, or a handle not properly placed, makes a tipsy pan that is awkward to use. Also, it may cause dangerous spilling of hot water or food.

2. - Surface...the smoother the pan,..that is, the fewer the cracks at joinings ...the more durable and easy to clean it will be.

3. - Bottom...A flat bottom helps to keep a pan steady, and means faster heating. Also it means more economical use of fuel. Incidentally, pans for use on electric ranges will save more fuel if the bottom is dull-finished. This absorbs heat instead of reflecting it, as does a shiny finish.

4. - Sides...pans with straight sides help to save heat, and also save space on the stove.

5. - Handles...handles of pans and covers should be insulated against heat. Also, they should be easy to grasp and hold.

6. - Cover...A close-fitting cover is essential for many cooking processes. Therefore, it's often worth the extra money to buy a pan and cover together.

When it comes to the choice of materials, it's well to consider both the advantages and disadvantages. In aluminum, remember there are two types...cast and stamped. Stamped aluminum utensils are made in three grades, light, medium and heavy. To make them, metal is rolled into sheets, the pots and pans stamped out by a cutter, and then pressed into shape. The light weights are less expensive and easier to handle, but less durable...they dent and bend more easily and allow food to scorch more quickly. Cast aluminum utensils are made by pouring molten metal into castings or forms. These are excellent utensils for heavy service. The heavy grade of stamped aluminum is considered by some people the equal of cast aluminum, and it does have one definite advantage...it's cheaper.

Stainless steel had just come into use before the war, so it's a comparative new comer to our kitchens. It's more durable than aluminum of the same weight and thickness, and it does not darken in cooking alkaline foods, as aluminum does. Steel doesn't spread the heat as evenly, however, and once darkened by overheating or scorching, it can't be brightened as aluminum can be.

You're probably familiar with enamel ware...that wasn't as much of a war casualty as other types of cooking utensils. It's well to remind shoppers to examine it carefully before buying, however, to see that the surface is perfectly smooth, with no tiny cracks or air bubbles. Weak places in the finish make chipping likely, and nobody wants tiny chips breaking off into food while it's cooking.

(Continued on Page 5)

(Kitchenware Comments, continued from page 4)

Cast iron is thick, heats slowly, retains the heat well, and is ideal for long, slow cooking, regardless of its unglamorous appearance. As for tin...it's still critically short. Ninety percent of our supply came from the Malayan Peninsula, and it's impossible to say just when supplies will be back on a pre-war basis.

PEAR SHAPED TONE

Winter pears from Washington, Oregon and California are more plentiful than last year. The pack, which is normally marketed from September through June, totaled over 5 million boxes...or 100,000 boxes more than for the 1944-45 season. While a good percentage of those winter pears already have been distributed, there will be supplies on the market until late May.

Our winter pears are grown on the Pacific Coast...chiefly in Wenatchee and Yakima, Washington; Hood River and Medford, Oregon; and Placerville and Santa Clara, California. The four principal varieties grown are Bosc, Anjou, Comice and Winter Nelis. The only varieties still in supply are Anjou and Nelis. The Anjous are fairly large in size with a smooth, thin, light green skin. The flesh is tender, very juicy and fine grained. The Winter Nelis is smaller in size, very sweet in flavor, with tender flesh.

CHICKEN FARE

The marketing season for broilers and fryers hits its peak this month. Because of record production in commercial centers in the East and South, there'll be plenty of these 2 1/2 to 4 pound birds on all markets east of the Mississippi river. What's more, homemakers will find prices the most favorable since the beginning of the war.

Broilers and fryers, sold when they're 12 to 16 weeks old, generally reach the retail dealer in dressed style, ice packed. These young chickens are not usually stored in freezers, nor would there be adequate storage space for them at present. Our poultry freezers are now full of roasters, stewing hens and turkey.

Now is certainly the time to call attention to chicken fare. While the temporary abundance of broilers and fryers is evident particularly in eastern markets, the whole country is well supplied with poultry of all kinds.

PACIFIC POULTRY - PLENTY -

Here are a few Pacific Coast poultry holdings figures, just to give you an idea as to how we stand here in the West. Last year at this time, we had 54,819,000 pounds of poultry in cold storage. But this year, our total amounts to 72,412,000 pounds. That's an increase of 17,593,000 pounds. Of course, you probably won't want to read a lot of figures over the air, but they do give you an idea as to how much poultry we do have. And since more is coming to market all the time at this season of the year, it is definitely a good idea to give poultry a little "push" once in a while, with suggestions from your idea files on the many ways chicken or turkey can come to the table.

NATIONAL HOME DEMONSTRATION WEEK

Plans are now being made for National Home Demonstration Week, to be observed from May 5 to 12, USDA's Extension Service has just announced. The theme of this year's observance will be..."Today's Home Builds Tomorrow's World." The three million rural women throughout the United States, Alaska, Hawaii and Puerto Rico who are reached by Home Demonstration work will take this opportunity to show what the home and family have contributed toward progress and world peace. Meetings, exhibits, tours and radio programs all during this week will give rural women the chance to show the opportunities offered by Home Demonstration work, and to encourage wider participation.

It's very likely that many of you who conduct women's programs will be approached with ideas and suggestions for broadcasts in cooperation with National Home Demonstration Week. For this reason, you'll probably be interested in a brief resume of the activities covered by the Home Demonstration Program.

It was established 32 years ago, in 1914, as a cooperative extension program in agriculture and home economics, and is financed by the County, State and Federal governments. There are now approximately 3,000 Home Demonstration Agents, joint employees of the State Land Grant Colleges and the U.S. Department of Agriculture.

The subjects covered by this program have expanded greatly since the early days, and now embrace not only food and nutrition, but clothing, household management, home furnishings, handicrafts and recreation. Furthermore, rural families are asking Home Demonstration Agents for help with problems of health and medical care, housing, farm and home financial planning, consumer education, child care and parent education, community welfare and citizenship responsibilities.

Your State or County Home Demonstration Workers or your State Agricultural Extension Editor can give you more information about local activities in connection with National Home Demonstration Week. Also, a fact sheet just issued by extension service will be mailed to the directors of women's radio programs very soon, probably within the next week or two.

YOUTH ORGANIZATION....AMERICAN STYLE

You may like to mention at some time during the current week's broadcasts that this is National 4-H Club Week (March 2-10). This is the time when the attention of USDA's extension workers will be focused on building local 4-H Clubs into even more effective youth organizations. Such issues as housing.... health, vocational choices, marketing distribution, conservation, recreation, and maintenance of world peace will be considered. This would be a good time to bring the work of 4-H Clubs and the possibilities of the new program to the attention of parents and new prospective leaders...a good time also to recruit new members.

President Truman has recognized the importance of the 4-H Club Program, and in a message from the White House, urged all rural young people to take an active part in it. He pointed out that this is one of the ways in which we can build the kind of youth our country needs, and that it is one of the important means we have of demonstrating to the world what youth can accomplish through practical democracy and good citizenship.

POULTRY CUT-UPS

Here in the West, we have our share of large, heavy-tom turkeys which the farmers produced especially for the armed services. And as everyone knows by now, the end of the war brought a near end to the military requirements for the larger birds. All of which leaves a large supply of turkeys which tip the scales at around 25 pounds for the civilian consumers. They're fine for hotels and commercial eating houses. But the typical Western family is not in the market for that much turkey meat at one time.

So here's the solution. The large birds are now being sold in halves and sections. You can buy turkey legs, breasts, wings, backs, giblets...all by the piece. And the pieces have many various uses well adapted to family meals. For instance, one can buy a breast, cut it into steaks and fry the steaks.

The Bureau of Human Nutrition and Home Economics suggests a stuffed leg and thigh, which amounts to almost as much eating as a small leg of lamb. Meat on the wings and thighs can be cut from the bones and rolled into a small roast. Flesh from the backs, necks and giblets may be made into stew, hash, salad or sandwich spreads.

Chickens come by the piece, too

The U.S. Department of Agriculture suggests that the homemaker with a small family may often find it more economical to buy a small amount of cut-up chicken. And the cut-up form is certainly more convenient for mothers who are cooking a little chicken for the baby, but don't plan on serving chicken to the rest of the family on any particular day.

HOW MUCH EDIBLE MEAT?

When it comes to whole birds, here's a table which may give your listeners a general idea of how much edible meat to expect from a dressed bird, (feathers picked and the bird bled but not eviscerated.)

fattened roasting chickens.....	63 percent	edible meat
unfattened roasting chickens....	57 percent	" "
fattened broilers.....	61 percent	" "
unfattened broilers.....	54 percent	" "
fattened hens.....	64 percent	" "
turkeys.....	68 percent	" "

FOOD NOTES FROM FAR AND NEAR

TURNIPS.....In the days long past, turnips were used as both food and medicine. It was believed that the broth made from them was good for the gout, and made excellent scouring soap for beautifying the face and hands.

PACIFIC MARKET PANORAMA

Los Angeles

BEST FRUIT BUYS.....Small oranges
IN MODERATE SUPPLY.....Large oranges (ceiling), lemons, grapefruit, avocados, limes
IN LIGHT SUPPLY.....Pears, bananas, apples
BEST VEGETABLE BUYS....Cauliflower
IN MODERATE SUPPLY.....Lettuce, celery, carrots, beets, green onions (high), broccoli (slightly lower), rhubarb, potatoes
IN LIGHT SUPPLY.....Tomatoes, eggplant, asparagus, dry onions (ceiling), peas (best at ceiling), Bell peppers and soft squash (high) artichokes, Brussels sprouts (high), sweet potatoes (ceiling) mushrooms (high)

San Francisco

BEST FRUIT BUYS.....Avocados, lemons, oranges, grapefruit
IN LIGHT SUPPLY.....Apples (ceiling), pears, tangerines
BEST VEGETABLE BUYS....Cauliflower, peas, potatoes
IN MODERATE SUPPLY.....Rhubarb (lower), cabbage, artichokes and peppers (slightly lower), spinach, celery, lettuce, sweet potatoes (ceiling), tomatoes
IN LIGHT SUPPLY.....Asparagus (high), dry onions, soft squash

Portland

BEST FRUIT BUYS.....Oranges
IN MODERATE SUPPLY.....Grapefruit
IN LIGHT SUPPLY.....Avocados
BEST VEGETABLE BUYS....Carrots, beets, turnips, parsnips, rutabagas, cabbage
IN MODERATE SUPPLY.....Cauliflower, lettuce, peas, green onions, rhubarb, potatoes, spinach
IN LIGHT SUPPLY.....Dry onions, tomatoes, peppers, squash, sweet potatoes

Seattle

BEST FRUIT BUYS.....Small oranges
IN MODERATE SUPPLY.....Large oranges, lemons, grapefruit, medium size apples, avocados (lower)
IN LIGHT SUPPLY.....Large apples, pears
BEST VEGETABLE BUYS....New potatoes, cauliflower
IN MODERATE SUPPLY.....Broccoli, old crop potatoes, cabbage, carrots, celery, lettuce, green onions, spinach, peas, rhubarb, turnips, parsnips, rutabagas
IN LIGHT SUPPLY.....Dry onions, tomatoes, eggplant, peppers, cucumbers

Reserve

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Radio Round-up

A weekly service for Directors of
Women's Radio Programs

MARCH 8, 1946

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SHARING OUR COOKING OILS

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LET'S GET GOING ON GARDENS

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MORE ABOUT BREAD CONSERVATION

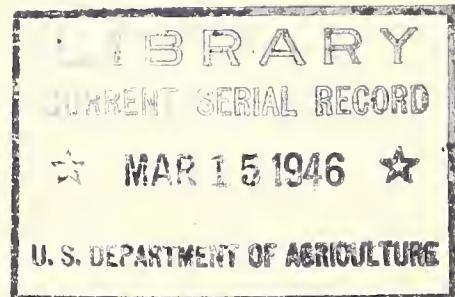
UPPING THE TAKE

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PACIFIC MARKET PANORAMA



U. S. Department of Agriculture

Room 555
821 Market Street
San Francisco, California

HELP FIGHT FAMINE

Have you read the first report of the Famine Emergency Committee, which met recently at the White House, at President Truman's request? The members made a direct appeal to every American for cooperation in a program of food conservation, to make more food available for shipment overseas. It was pointed out that speed is vital, and that Americans of good will can do more and do it faster than any system of official rationing orders. The committee agreed that the greatest good can be accomplished by saving wheat and wheat products, and conserving edible oils and fats.

You broadcasters of programs appealing directly to the American homemaker have a wonderful opportunity to be of tremendous help at this time. All of you doubtless have in your files, and in your minds, many conservation ideas which would be valuable to your listeners. You'll find suggestions along these lines elsewhere in Radio Round-Up this week, and we'll pass some more along to you in weeks to come.

The Secretary of Agriculture, along with the Secretary of Commerce, Assistant Secretary of State and Director General of UNRRA, presented to the group a picture of the tragic food conditions in many foreign countries. This showed that the United States is their principal hope for help. The other side of the picture reveals a substantial increase in food consumption in this country over pre-war years.

SHARING OUR COOKING OILS

For the April through June period, civilians will receive less shortening, salad and cooking oils than they have had during the first three months of this year.

There are three reasons for the cut in supplies, first we normally consume less fats and oils in the April through June period than in the cold winter months. Second, this country is being asked by the President to export 375,000 tons of fats and oils during 1946 to help relieve shortages of these commodities abroad. And, at the same time that foreign needs are critical, the 1945-46 yield of oil from our four principal vegetable oil crops...cottonseed, peanut, corn and soybean...shows a decline from original estimates. The decrease is in lower December estimates of cotton and peanut crops and less processing of corn and peanuts for oil.

Since the realization of oil from the 1945-46 crop is less than was figured three months ago, manufacturers of shortening, cooking and salad oils can get only 88 percent of the fats and oils they used on an average during 1940 and 1941. Margarine quotas will remain unchanged at 95 percent of the 1944 production. This level has been in effect since last April.

You won't notice more lard on the retail markets either. Federally-inspected packers in all but 11 southern states are setting aside for government purchase an amount of lard equal to 5 percent of the live weight of hogs. This lard is also needed to meet urgent foreign needs.

On the brighter side is the fact that the olive oil supply for the second quarter of this year should improve. We will be receiving shipments of olive oil from several Mediterranean countries in exchange for soybean oil.

FACTS ABOUT FAT

There are a great many ways of stretching our supply of fats and oils.... some of which we'd do well to carry over from wartime. Now that we're faced with a continuing shortage, you broadcasters can do a great deal to help the situation by suggesting substitutions, methods of extending the supply, and by urging homemakers to carry on with the salvage of inedible fats. Here are a few fat facts from USDA's Bureau of Human Nutrition and Home Economics, which you may like to pass along to your listeners:

1. Get the fats you use as spreads for bread out of the refrigerator long enough ahead of time to soften them a bit so they'll spread easily. Don't let them melt, though, or they'll soak in. 2. Be thrifty with salad dressings. Add them at the last minute...at the table if possible. Then the dressing won't settle and be left uneaten. 3. Try cooked salad dressing for a change, thickened with flour, to help make the oil dressings go further.

Here's a recipe for cooked dressing, in case you don't have one in your files:

$\frac{1}{4}$ cup fat (drippings or rendered trimmings)	1 tablespoon sugar
3 tablespoons flour	1 cup milk
$\frac{1}{4}$ teaspoon mustard	1 egg
$1\frac{1}{2}$ teaspoons salt	$\frac{1}{3}$ cup vinegar

Blend the melted fat and flour mixed with the seasonings. Add the cold milk. Heat and stir constantly until thickened. Cover and cook over boiling water for 5 minutes longer. Add part of the sauce slowly to the beaten egg while stirring. Combine with the rest of the sauce. Stir and cook a few minutes. Add the vinegar slowly and continue to cook until thick.

4. Avoid excessive heat, as it will spoil fat and the food cooked in it. Also, fats that have reached the smoking point will become rancid more quickly. Among the fats that smoke quickly are butter, margarine, drippings and olive oil. 5. For all practical cooking purposes, fats may be substituted measure for measure in most recipes, with the exception of pastries. When oil is used instead of a firm fat in pastries, mix the oil with the water before combining it with the flour. When it's used in cakes, mix it with the other liquid ingredients. When using unsalted fat in place of a salted one, be sure to add salt. 6. Remember that all left-over fat can be used again unless it is too strong in flavor, or scorched. Even strong-flavored fats, such as lamb or mutton fat, can be used for certain foodscombined with onions or mixed vegetables in soup, for example, or used as the shortening in crust for meat pie, or in spice cake, gingerbread, or orange cakes or cookies.

FOOTNOTE ON FAT SALVAGE

Every once in awhile we hear a plaintive plea from a woman who's tried to turn in fat for salvage and found her meat dealer uncooperative. This isn't a common complaint, but it should never happen, and here's what to do about it if you run into the situation. Call your USDA County Agent or your Home Demonstration Agent, report the occurrence, and the name and address of the dealer. An investigation will be made and the difficulty adjusted. Nothing should happen to discourage homemakers from saving fat and turning it in for salvage....the world shortage of fats is still critical.

LET'S GET GOING
ON GARDENS

If you've had a bit of the fine spring weather that some parts of the country have enjoyed during the past week or so, your listeners are probably in a receptive mood for some garden-talk. Last week's Radio Round-Up covered the President's appeal for a vigorous home garden program this year. Now, here's news about the Department of Agriculture's Committee on Home Gardening...and what this committee plans to do. Secretary Anderson has requested that it assist in stimulating and coordinating activities of all department agencies having anything to do with the production and conservation of food from home gardens. Every effort will be made to develop a completely effective program to supplement our food requirements. Another duty of the committee is to consider and make recommendations for a long-time program which will include improvement of home surroundings and communities, in both city and country.

Angles and appeals

Secretary Anderson has appointed Paul C. Stark, Director of the National Garden Program, Chairman of the committee. Among the other members is Dr. Hazel K. Steibeling, Chief of the Bureau of Human Nutrition and Home Economics...the only woman member, incidentally.

There are several angles from which women broadcasters can slant comments on home gardening. For instance, your first appeal might be from the humanitarian standpoint....President Truman stressed that first. The reports from overseas of malnutrition and actual starvation, and those photographs of hungry children, surely will give you enough material. And when it comes to nutrition, there's no fresher food than that from a person's own back yard. It's a matter of minutes from the home garden to the dinner table, and that means every vitamin should be in fine fettle. Then there's the exercise angle....which should appeal to many of your feminine listeners. Remind them that home gardening is cheaper and pays better dividends than any exercise course they could possibly take.

President Truman mentioned this, when he said: "In addition to the contribution gardens make to better nutrition, their value in providing outdoor physical exercise, recreation and relaxation from the strain of modern life is widely recognized."

Adam's profession

And here's another point for consideration. While the food grown at home won't give direct relief to famine sufferers in other parts of the world, it will release food of the type that can be shipped overseas. Also, it will help relieve the congested rail shipping situation, by making us less dependent on commercial supplies.

A home garden is all that's necessary for membership in that very special society about which Shakespeare wrote: "There is no ancient gentlemen but gardeners...they hold up Adam's profession."

BACKGROUND ON BREAD

No doubt you've heard of the practice called consignment selling of bread and bakery products, which allowed retailers to return to bakers the goods unsold at the end of the day. The result of this was that large quantities of such food was fed to livestock or destroyed...it meant, of course, an extensive waste of critical ingredients...flour, shortening, dried milk, and sugar. When War Food Order No.1, the original "bread order" was put into effect, consignment selling was prohibited, and thus, in the three years since that time, great quantities of food have been saved.

Since the adoption of our national program for conserving wheat, WFO #1 has become newly important. Charges made recently against several large bakeries involving violation of this provision, have focussed attention on it, and have served to remind the baking industry that all provisions of the bread order must be observed. The industry itself had a hand in drafting the order, which was considered desirable by a large majority of bakers. Incidentally, only 434 violations have been uncovered in this 3-year period...a good record, considering the fact that about 28,000 commercial baking establishments were affected by WFO #1.

Now...what can the homemaker do to help in this connection? Well, she can restrain her impatience if she finds occasionally, late in the day, that her favorite food store is out of bread. The effort to comply with this order will doubtless lead some stores to cut down on their bread purchases. Then, too, if a shopper sees a table of bread marked "day-old bread", offered at a lower price, she shouldn't hesitate to buy from this table. After all, don't we use bread considerably more than a day old in our homes all the time?

It's going to take all of us..private individuals, industry and government..... working together, to stop the waste of food in every way. Here's an instance where it's likely that a better understanding by homemakers of an industry problem will help.

NINE'S THE NUMBER

Monday, March 11th, is the day on which spare stamp No. 9 in War Ration Book 4 becomes valid for 5 pounds of sugar for home canning. It will be good through October 31, 1946, so you might tell your listeners they don't need to rush out and buy the sugar right away if they don't need it.

The reason for validating a canning sugar stamp so early in the year is that in the South there are fruit crops ready for canning right now. The use of canning sugar should be carefully planned, however, as OPA says there isn't likely to be a total of more than 10 pounds per person available for this purpose throughout 1946. Another sugar stamp probably will be validated early in the summer.

Those who do not have a Ration Book 4...and this applies mostly to Veterans of the Armed Forces...should use stamp 9 in the single-page sugar ration book. This book is being issued to returning war veterans, to parents of newbabies, and to those who've lost their ration books. It can be obtained from OPA's district offices. Incidentally, warn your listeners not to throw away War Ration Book 4, even after all the sugar stamps have been used. It should be held until the happy day when all rationing is officially ended.

MORE ABOUT BREAD
CONSERVATION

Here are a few more suggestions from the Home Economists of USDA for using up bread that's begun to get a little hard or dry...also for utilizing crusts and the heels of the loaf, often discarded. Perhaps they'll furnish you with some helpful program material.

Melba toast, served instead of bread at a great many smart restaurants, is easily made at home and is specially good with salads and soups. It's made simply by heating thin slices of bread in a slow oven until they are thoroughly dry and slightly brown...they take on a new flavor too. Another interesting use for dry bread is to cut it in strips for bread sticks, or into cubes for croutons, and brown it in the oven.

Then there are hot sandwiches galore to choose from...toasted, grilled, or filled with creamed mixtures. Slightly dry bread is ideal for these, and they can be just a lunch, or something to build a whole meal around. Open face ground beef sandwiches, broiled under direct heat and served piping hot, will make a hit with everybody. For another good sandwich, cheese broiled on top of the bread is delicious...sometimes with thin slices of fresh tomato added, or strips of bacon.

When it comes to stuffing for chicken, remember that for the dryish type of stuffing, medium-dry bread, 2 or 3 days old, is best. The proper procedure is to cut a loaf in two and fork out the inside, saving out the crusts for other uses. The pieces of bread should be picked apart with the tips of the fingers until all the crumbs are fine and even in size. There's no hard and fast rule about stuffing, but the following are good proportions: 1 cup of crumbs, 1 to 1 1/2 tablespoons of fat, about 1/4 cup chopped celery and parsley, a very little onion, and herb seasoning to taste.

UPPING THE TAKE

In order that this country can fulfill its meat commitments to foreign countries for the first half of 1946, purchases of meat are being stepped up.

Effective March 3, the set-aside on pork from federally-inspected meat plants in 37 states was increased from 10 to 13 percent of the live weight of the hogs. Southeastern states are not affected.

Set-aside orders affecting beef, veal and mutton were extended to all states. So, at present, 30 percent of our Commercial grade of beef, 40 percent of the Utility grade, and 50 percent of the Canner and Cutter grade are reserved for export. In addition to this, 30 percent of our Choice and Good grades of beef are set aside for army purchase. When it comes to veal and mutton...40 percent of the Utility grade veal and 20 percent of Choice, Good, Commercial and Utility grades of mutton are being set-aside to meet critical food needs abroad.

SPICE PICTURE

The spice picture begins to look a bit brighter. We are starting to get types of cinnamon from China; closer to the kinds we used to enjoy before the war. As you probably know, the commercial cinnamon formerly distributed by our spice packers was actually cassia...commonly called cinnamon. During the war we imported the true cinnamon, which comes only from Ceylon. This cinnamon is not generally liked in this country because of its light color and mild flavor, but we had no choice, as it was all that could be shipped during the war.

True, the cassias that are coming in to our spice wharves right now are not of the best...but closer to the types we prefer...Between us and one of the most desirable cassias is the political disturbance in Indonesia. Once the air clears in Java, we will be seeing these favorite types again.

Pepper, mace and nutmeg

Pepper hasn't perked up yet. Throughout the war years, we were dependent on supplies from the Stocks accumulated just before the war. These stocks are substantially depleted. On hand is about enough for the balance of the year, on the present quota basis.

When it comes to mace and nutmeg, we are still dependent on the West Indies.....the East Indies being tied up in its own difficulties at the moment. The West Indian crop was low this year, but we are getting enough to meet a reasonable portion of nutmeg and mace needs.

All the other spices are coming from sources that were open during the war...cloves from Madagascar and Zanzibar...celery seed and ginger from India.

STRAWBERRY APPEARANCE

Those luscious strawberries now at fruit counters are coming chiefly from Florida. California has a limited supply to take care of its local markets. Ceiling prices are the same as last year.....

The yield of winter strawberries has been good in Florida, but the peak shipping period has passed and March should see the supply pretty well moved. By the last of March or the first of April, Louisiana strawberries will be leaders. Most of our early spring strawberries come from this state, with Alabama, Texas and the southern district of California furnishing the balance.

Spring strawberry acreage now shows a sizeable increase over last year.. 21,600 acres compared with 17,000 acres in 1945. The condition of the crop is excellent but frost damage could alter the yield figure.

FOOD NOTES FROM FAR AND NEAR

LETTUCE....Apicius, the notorious Roman epicure, had an interesting way of preparing lettuce...he boiled it with onions, parsley and mint, and seasoned it with pepper and other seeds, serving it with gravy, oil and wine.

PACIFIC MARKET PANORAMA

Los Angeles

FRUIT IN MODERATE SUPPLY.....Oranges, tangerines, lemons, limes, avocados (lower), grapefruit (slightly lower)
IN LIGHT SUPPLY.....Apples (ceiling), pears, bananas, Cuban and Hawaiian pineapples
BEST VEGETABLE BUYS.....Cauliflower
IN MODERATE SUPPLY.....Potatoes, Italian squash, bunched vegetables, green onions, celery, rhubarb, peppers, broccoli (lower), peas, tomatoes
IN LIGHT SUPPLY.....Dry onions, asparagus, lettuce, sweet potatoes (slightly higher), Brussels sprouts, artichokes (high), Florida snap beans (ceiling), eggplant (high).

San Francisco

BEST FRUIT BUYS.....Oranges, grapefruit
IN MODERATE SUPPLY.....Avocados
IN LIGHT SUPPLY.....Apples (ceiling)
BEST VEGETABLE BUYS.....Cauliflower, potatoes, broccoli
IN MODERATE SUPPLY.....Carrots, rhubarb, peas, artichokes, peppers, squash (lower), tomatoes, celery, lettuce
IN LIGHT SUPPLY.....Asparagus (lower), dry onions, sweet potatoes (slightly higher)

Portland

BEST FRUIT BUYS.....Small oranges, Arizona grapefruit
IN MODERATE SUPPLY.....Tangerines
IN LIGHT SUPPLY.....Apples, pears
BEST VEGETABLE BUYS.....Cabbage
IN MODERATE SUPPLY.....Cauliflower, carrots, lettuce, celery, green onions, potatoes, peas, rhubarb, spinach, tomatoes
IN LIGHT SUPPLY.....Asparagus, artichokes, dry onions (ceiling), Brussels sprouts, peppers, zucchini, sweet potatoes

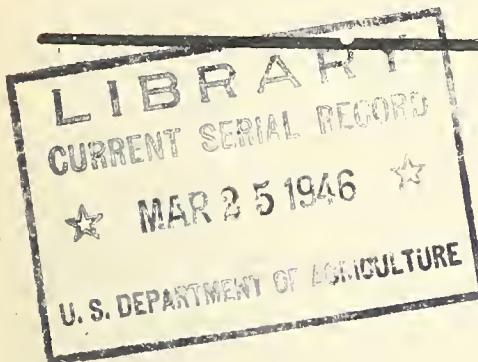
Seattle

BEST FRUIT BUYS.....Seedless grapefruit (lower), small oranges (lower)
IN MODERATE SUPPLY.....Apples (mostly Winesaps at ceiling), avocados, large oranges and pink grapefruit (ceiling)
IN LIGHT SUPPLY.....D'Anjou pears (season practically over), Cuban pineapple, Florida tangerines
BEST VEGETABLE BUYS.....Local hothouse rhubarb (lower), broccoli, bunched carrots, cauliflower, green peppers, green onions, tomatoes (lower)
IN MODERATE SUPPLY.....Cabbage, celery, dry onions, old crop potatoes, rutabagas (slightly higher), bunched vegetables
IN LIGHT SUPPLY.....First California asparagus (high), lettuce (ceiling)

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Radio Round-up

A weekly service for Directors of
Women's Radio Programs



IN THIS ISSUE

March 15, 1946

ALONG THE LINES OF FOOD SAVING.....Much of the current issue of Round-Up is devoted to what foods are abundant in the West, so that homemakers can begin immediately to do their part in this national program.

MAY WE CALL YOUR ATTENTION TO.....Stories about abundant foods under these headings ---- Palatable Poultry....Our Spring Market Basket....Western Fish Story....Potato Replacement.

SAVE FOOD TO SAVE LIVES.....How broadcasters can help to bring about an awareness of the urgency for homemakers to adopt a slogan of "save food to save lives."

FURTHER FIGURES ON FOOD.....Lowered world supplies of wheat, rye and hogs...further indication of the need for food conservation.

THREE LITTLE WORDS.....An explanation of those terms "enriched", "fortified" and "restored" now appearing on food labels.

A QUARTER'S WORTH OF SUGAR.....Less sugar for U.S. civilians next quarter than they've had the first 3 months of this year.

U. S. Department of Agriculture

Room 555
821 Market Street
San Francisco, Calif.

SAVE FOOD TO SAVE LIVES

The women broadcasters of the United States can do more than almost any other group of women in the country to help the President's Famine Emergency Committee in the current drive to conserve wheat, wheat products and food fats and oils. After an all-day meeting at the Department of Agriculture in Washington last Monday, the committee issued a statement which included a number of specific recommendations for accomplishing this. You directors of women's programs, with your large audiences of women listeners, are obviously the ones who can get these recommendations across to the American housewife in a way that will make her anxious to co-operate. You're already regarded as a friend by your listeners, as well as a counselor in household matters. Your explanation of the reasons behind the conservation program and your helpful suggestions about ways in which food can be saved...plus the emotional appeal which is made more effectively by radio than by any other means...all this makes it possible for you to be of very real assistance.

It is quite possible calls for help will be made upon your program time by the state and county Emergency Food Program managers, recently designated by Secretary of Agriculture Anderson. These managers are the state directors of USDA's Production and Marketing Administration, and chairmen of the County Agricultural Conservation Committees. They will call on state and county USDA councils to help coordinate the program and organize food conservation measures recommended by the President's Committee. Their specific tasks will be to set local food conservation goals, work out conservation measures adapted to the various localities and enlist the aid of citizens' organizations and the food trades.

During this 4-month drive, we Americans are asked to make a voluntary sacrifice of 40 percent of our consumption of wheat products and 20 percent of our food fats and oils. This shouldn't be difficult when the American housewife is shown how she can help so much by saving just a little every day. Your cooperation can...make this drive a success.

FURTHER FIGURES ON FOOD

The latest news about the lowered world supplies of several important foods points up the vital importance of conserving food of all kinds. USDA's Office of Foreign Agricultural Relations states that production of wheat, rye, and hogs is down sharply, according to preliminary reports.

World wheat production in 1945, totaling about 5 billion 200 million bushels, is the smallest since 1929, and is 8 percent less than in 1944. The European crop alone was 36 percent smaller than prewar. Bread rationing continues in most countries and further reductions in rations are expected. Milling extraction rates are likely to be increased in some areas, in order to stretch supplies still further. As for rye, the world production for 1945 is estimated at about one billion 400 million bushels, which is about 10 percent less than the 1944 crop. These figures are the lowest since the small 1921 crop. If more rye were available, this could have been used widely in many countries as a substitute for wheat. Rye is normally the principal bread grain in many sections of Europe.

The decrease in world hog numbers on January 1, 1946, compared with a year earlier, is 5 million head. Furthermore, because of the critical world shortage of grains, the production of hogs outside the United States is expected to decline even more, in the face of an increasing demand.

PALATABLE POULTRY

From "chicken little" to "chicken plentiful" might well be the current paraphrase to a familiar nursery tale.

For the next several weeks, poultry will continue as the meat in best supply at your grocery stores. Reasons for the temporary abundance are record poultry flocks for civilian use and a shortage of feed plus very limited freezer space.

As you know, every effort is being made to conserve a part of the grain normally used for poultry and livestock feed, so that substantial shipments of wheat can go to the hungry people in Europe. This has meant that farmers must do a greater than normal job of reducing their flocks. This goes for turkeys as well as chickens.

Under normal conditions, a seasonal over-supply of poultry could be moved into storage. But at present, freezer space is short because there are already record stocks of poultry in storage. So during the weeks that producers are adjusting their flocks to the feed situation, consumers can help by increasing their use of poultry meat of all kinds.

Farm families are being asked to eat more poultry at home, and to can or store in freezer lockers the birds that cannot be used immediately. Increased use of poultry by consumers at home and in public eating places in urban areas will also help to prevent loss of food when producers face an over-crowded market. And of course, greater purchases of poultry now will help conserve other foods in less plentiful supply.

The U.S. Department of Agriculture stands ready to buy dressed poultry through its price support operations, as an aid to the farmer who is culling heavily. However, greater use of current supplies of poultry by consumers in rural and urban areas will provide more immediate relief in local market-distress areas.

A QUARTER'S WORTH OF SUGAR

With sugar still short as a world commodity...U.S. civilians will get a smaller per capita supply of this commodity for the period April through June than they did during the first three months of 1946.

The second quarter sugar allocation for civilians announced by the U.S. Department of Agriculture will be 1,585,000 tons. This is a seasonal increase of 285,000 tons over the civilian allocation for January through March. Seems we use more sugar the second quarter of the year with the beginning of home and commercial canning and food processing. Actually, the per capita share for civilians is smaller because of an increase of more than 8 million persons as a result of demobilization of the armed forces.

Allocations for shipment outside the continental United States show increases for the quarter ahead partly because of reduced military requirements. But it has been impossible to allocate as much as any claimant would like to obtain or needs.

OUR SPRING MARKET BASKET

Western homemakers should have no trouble doing their part in the food-saving campaign and following the suggestion from President Truman's Famine Emergency Committee to serve abundant foods more often.

Currently, the abundant food list for the West will give plenty of opportunity to keep the daily menu interesting. Cauliflower is plentiful and potatoes, and bunched vegetables are good buys on most markets. Spinach is in moderate to plentiful supply. Broccoli is a good buy in many markets. With supplies of such spring numbers as asparagus, green peas, and snap beans destined to increase as the season moves along, menu planning in this food emergency takes on an encouraging note.

Plentiful fruits which can be used often, to take the place of pastries and desserts, are oranges and grapefruit, with avocados abundant in some areas. The combination of available fresh fruits with home-canned fruits in desserts and salads may help many a homemaker to cut down on her family's pastry consumption. Apples and pears are in light supply in most markets, and a few bananas and fresh pineapples are available at fairly high prices. Incidentally, in picking out fresh pineapples shoppers should look for fruit that is ripe and of a golden color before cutting...because green pineapple is not very palatable.

Along poultry lines, supplies of hens, $3\frac{1}{2}$ pounds and over, are plentiful and need consumer promotion right now while western farmers are culling flocks considerably, as part of the feed conservation program. Eggs seem to be moving in plentiful supply through trade channels, but consumer demand is quite heavy. But as spring weather continues into early summer, eggs should be even more plentiful.

As usual, you see, we are turning to women broadcasters for assistance. During wartime, they did an immeasurably good job of telling their listeners about the plentiful foods. And we're counting on their cooperation again.

Each week we will feature the fruits and vegetables and other foods most abundant on the West Coast, in addition to the more detailed listing carried regularly on page 8 as "Pacific Market Panorama." Our reports to you will be based on information obtained from Federal-State Market News representatives of the U.S. Department of Agriculture. If there's a market news office in your city, we hope you will feel free to call these representatives whenever you want more detailed or localized information than we're giving you in Round-Up.

WESTERN FISH STORY

Fresh and frozen fish (excluding shell fish) are becoming more plentiful. Currently, up and down the coast, filet of rock cod appears to be most plentiful. This variety was very popular with the Army during wartime, and now that Army purchases have fallen off, considerable quantities are available in civilian markets.

Along the northern part of the Coast (from Washington down through central California), codfish, link cod, sanddabs, flounder, rex sole, and frozen salmon are also in good supply. On the southern California coast, barracuda, sea bass, and mackerel are most plentiful. Halibut is noticeable by its absence. One sure check on what varieties of fish are available in your own markets, is, of course, to call a local distributor.

POTATO REPLACEMENT

An angle you may want to stress in the campaign to save wheat for a hungry world is that of substituting some other food occasionally for bread. Many of the women in your audience already may be following the policy of not eating bread and potatoes at the same meal. The only thing left for you to do, therefore, is to sell them on the idea of choosing potatoes more often than bread, since the food value is so similar.

Just to spike that rumor about the spud being a fattening food....here are some facts from USDA's Bureau of Human Nutrition and Home Economics. A medium-sized potato provides about 100 calories, which is about the calorie content of one thick slice of bread or two thin slices. A serving of green peas or sweet corn contains about the same number of calories...a serving of lima beans has more. It's the generous helpings of gravy, butter or margarine, or cream, used along with potatoes, that bring the calorie total up.

If you want to say more about the food value of the potato, you might point out that it's nearly 80 percent water, but that the remaining 20 percent makes it valuable in the diet. This includes some protein of good quality, starch, iron and other important minerals. As for vitamins...potatoes contain some of the B vitamins, as well as vitamin C.

Somebody may inquire why, since our potato supplies are bountiful right now, we're not sending some abroad. You can tell them that this is being done; sizeable quantities of potatoes are going overseas, particularly to France and Belgium. Since potatoes are both bulky and perishable, however, overseas shipments are necessarily limited.

As for menu ideas, USDA's nutrition specialists suggest potatoes for breakfast in hash-browned or cream style, as pancakes or as potato cakes. At luncheon, potato salad might take the place of a sandwich. And at dinner time potatoes can replace bread in stuffings, or form the top crust of meat pies or other baked dishes. Tell your listeners they can get a helpful leaflet, "Potatoes in Popular Ways," prepared by the Bureau, which gives many ways of cooking potatoes. All they have to do is write Agriculture Radio, Washington 25, D. C.

REMINDER FOR MARCH

By this time, many homemakers may have forgotten the abundant foods listed by the U.S. Department of Agriculture for the month of March. Some items are mentioned elsewhere in this issue, but the full list might well bear repeating so that you can tell homemakers what they need to feature often during the last half of this month.

Here in the West, these foods will be in good to plentiful supply: potatoes, eggs, poultry (chickens over $3\frac{1}{2}$ pounds; turkey, heavy hens and toms), oranges, grapefruit, avocados, spinach, bunched vegetables, broccoli, cauliflower (very plentiful), and oatmeal. Asparagus probably won't get into the plentiful class until early April. While celery is in very good supply in most markets, prices are somewhat high, keeping this vegetable out of the "best buy" group. Shipments of spring lamb to market will become increasingly heavy toward the end of March and should be quite plentiful in early April.

THREE LITTLE WORDS

Do you know the exact difference between the three words so often seen on food packages or labels these days...enriched, restored, fortified? To many people, they signify vaguely that the food is improved in some way. But the feeling often seems to be that there's a distinction without any real difference. You might like to take a short brush-up course based on information furnished by the nutrition specialists of USDA...so here it is:

Enriched...the addition of certain food values to bread and flour. (Incidentally, this word is properly applied only to bread and flour.) The amount of enrichment is set by law, and it is required by War Food Order #1 that all bakers' white bread and rolls be enriched. Under these standards iron and two B vitamins, niacin and thiamine, are put back in about the amounts which are lost in the milling of white flour. Riboflavin, a third B vitamin, is added in even larger amounts than are found in whole wheat. As for calcium and vitamin D, their addition is voluntary, though standards have been set up for them. Flour for home baking is not required to be enriched, but this is done voluntarily by many millers. If it is labeled enriched, however, it must meet government standards.

Restored...this is putting back into food nutrients which have been lost in processing, and is a voluntary action on the part of manufacturers. For instance, certain breakfast cereals are restored to whole grain levels by adding thiamine, niacin and iron.

Fortified...this is adding to foods nutritive values not originally present. The fortifying of margarine with vitamin A, and of milk with vitamin D are two examples.

GARDEN TOUR

Many of you like to have special guests on timely subjects. So here's a tip. Charles H. Drage, who is Extension Horticulturist, for the U.S. Department of Agriculture in Washington, D. C. is coming out West to talk with everyone concerned on the subject of bigger and better home gardens. In case some of you would like to schedule him on your programs, here is his itinerary. March 18, Reno, Nevada (Golden Hotel)...March 19, 20, Berkeley, California (Shattuck Hotel)...March 21-22, Corvallis, Oregon (Benton Hotel)...March 23, Portland, Oregon (Imperial Hotel)...March 25-26, Pullman, Washington (Washington Hotel)...March 28, Moscow, Idaho...March 29-30, Bozeman, Montana (Baxter Hotel)...March 31, Billings, Montana (Northern Hotel).

As an expert in his field, we feel sure Mr. Drage will have plenty of interesting and instructive information for homemakers...on ornamental as well as food gardens...and particularly along the lines of how home gardens will fit into the important food-saving program which this nation is launching.

Those of you located at state college centers might wish to check in advance with the State Extension Editor for a few more details on Mr. Drage's visit.

FACT SHEET ON NHD WEEK

Enclosed is the fact sheet on National Home Demonstration Week (May 5 to 12) which we promised you. It contains interesting information from extension service about the work accomplished by this program, and we hope you will get some good program ideas from it.

AMONG THOSE PRESENT

War Food Order 144...the wheat conservation order...has been amended to permit the manufacture of farina. Farina, widely used as a base for infant and invalid foods and as a breakfast food, is a granular product made from the whitest portion of the wheat kernel. Under the 80 percent extraction regulation, the manufacture of farina was automatically stopped.

As the order is amended, small amounts of farina can be separated during the manufacture of flour. However, the flour from which farina is separated must still be 80 percent or higher extraction. As a result of this amendment, you won't notice any reduction in the amount of this cereal product on the market. Millers may now manufacture farina up to five percent of the amount of straight flour from which it is separated. In the past, millers have generally separated only 2 to 3 percent of their flour in the form of farina.

GARDEN CHECK LIST

Your listeners who are making a list of garden needs...getting ready for the 1946 version of the home garden...bigger and better than ever...will appreciate some information about the prospects for garden supplies. Here's what USDA specialists have to say on the situation.

Seed: the experts say we'll have enough seed of nearly all kinds to go around. Prices are reported a little lower than last year. Furthermore, there seems to be a bit more seed in each package. You might suggest to those who have small gardens that they share packages with their neighbors. There's no point in planting too much seed and then thinning out the plants later...and certainly nobody would throw away any surplus seed.

Fertilizers: the situation is rather tight on certain types of fertilizers, but it's expected there will be enough to make the gardening program a success. There won't be any government allocation of fertilizer as there was during the war for Victory gardens.

Implement: fairly good stocks are reported on hand, as production has been good during the past two years. Most of the garden tools offered now were made before the steel strike. Equipment men expect better supplies as soon as the price situation is cleared up and full production resumed.

Insecticides and fungicides: there will be enough of both for home gardeners, although certain products are a little short. And here's USDA's stand on DDT....which many are likely to be asking about. It is not suggested for home gardens this year. Not enough is known about DDT yet to justify recommending it to inexperienced users.

There's one thing more required in large quantities for a successful garden...and that's elbow grease. The supply is unlimited...production depends on the individual!

PACIFIC MARKET PANORAMA

Los Angeles

BEST FRUIT BUYS.....Oranges (large at ceiling), small sizes (lower), avocados, grapefruit (lower), tangerines.

IN MODERATE SUPPLY.....Lemons, limes (higher)

IN LIGHT SUPPLY.....Apples (ceiling), Cuban and Hawaiian pineapples (high), bananas (ceiling), pears (ceiling)

BEST VEGETABLE BUYS.....Cauliflower, potatoes, bunched vegetables (lower, except green onions)

IN MODERATE SUPPLY.....Peas (lower), Italian squash (lower), celery, carrots, cabbage (lower), rhubarb (lower), peppers (lower) broccoli, (lower)

IN LIGHT SUPPLY.....Asparagus (high), lettuce (ceiling), onions (ceiling and above), sweet potatoes (ceiling), artichokes (high), Brussels sprouts (high), garlic (high), mushrooms (high), eggplant (high), Florida snap beans (ceiling), tomatoes (ceiling)

San Francisco

BEST FRUIT BUYS.....Grapefruit, oranges (ceiling)

IN MODERATE SUPPLY.....Tangerines (cheaper), avocados (lower)

IN LIGHT SUPPLY.....Apples (ceiling), pears (winter varieties, with season practically over)

BEST VEGETABLE BUYS.....Broccoli (lower), cauliflower, potatoes (higher)

IN MODERATE SUPPLY.....Both artichokes and peas (dropping out of luxury price class), asparagus (lower), lettuce (lower), peppers (lower), spinach (lower)

IN LIGHT SUPPLY.....Tomatoes, onions (ceiling)

Portland

BEST FRUIT BUYS.....Small size oranges, Arizona and California grapefruit

IN MODERATE SUPPLY.....Fresh pineapples, tangerines

IN LIGHT SUPPLY.....Apples, pears

BEST VEGETABLE BUYS.....Potatoes, carrots, spinach, cauliflower

IN MODERATE SUPPLY.....Asparagus (lower)

Seattle

BEST FRUIT BUYS.....Arizona and Texas white seedless grapefruit (lower), small oranges

IN MODERATE SUPPLY.....Texas pink grapefruit (ceiling), medium and large oranges, avocados, apples (mostly Winesaps at ceiling)

IN LIGHT SUPPLY.....Bananas

BEST VEGETABLE BUYS.....Artichokes, asparagus, broccoli, mustard greens, green peppers, new red potatoes, old crop potatoes, zucchini, squash, green onions (all lower priced), local hothouse rhubarb (lower), spinach (lower)

IN MODERATE SUPPLY.....Cabbage, cauliflower, celery, rutabagas (all higher priced), bunched carrots, lettuce (ceiling), green peas, Hubbard squash, sweet potatoes (ceiling), tomatoes (ceiling), turnips

IN LIGHT SUPPLY.....Cucumbers, eggplant, mushrooms, dry onions (ceiling)

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Radio Round-up

A weekly service for Directors of
Women's Radio Programs

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March 22, 1946

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CAULIFLOWER NOTE.....Page 7.....perishable foods that are in extra good supply.

PACIFIC MARKET PANORAMA.....Page 8.....Here's a look at fruits and vegetables, in terms of price and supply, for your reference in making menu suggestions.

U. S. Department of Agriculture

Room 609
821 Market Street
San Francisco, California

ABUNDANCE FOR APRIL

Broadcasters can dispel any fears among their listeners about the possibility of a food shortage because of our shipments to Europe, by keeping them continually informed of plentiful foods. Last week's Radio Round-Up, you may remember, covered items to be abundant or in good supply during the rest of this month, under the story "Our Spring Market Basket." The April abundant food list for the West will include -- poultry (heavier weights), oatmeal, potatoes, eggs, cauliflower, fresh and frozen fish, spinach, asparagus, lettuce, and carrots.

Why Mainly Wheat

It's logical that some of your listeners may wonder why wheat is the one food our government is concentrating on for shipment to Europe....why we don't also send our excess meat, poultry and eggs to Europe and other surplus items. In the first place, the normal process of animal growth requires months before livestock mature to marketing weights. Not only does it take too much time to get these meat and poultry products produced, more time than we have....but it requires special transportation and storage facilities, refrigerator cars and cold storage space....both of which are on the short side of the supply right now. Refrigerator and cold storage facilities are also needed in handling potatoes which are plentiful here now. But wheat can be shipped today, tomorrow, the next day, and so on..... moved long distances in freight cars and held a long time in elevators without deterioration. What's more important, wheat can become food for human consumption in a matter of weeks from the time it leaves this country.

.....
We are told quite forcefully that what we Americans can send to Europe during the next 120 days --- between now and the middle of August will count. Obviously, we cannot wait for food to be produced. We need to send the food that is most readily available now, that can be most easily handled and distributed, and that will supply a maximum of nourishment and health rebuilding power to the people who are facing starvation --- that food is wheat.

Crop Report Dissolves Rationing Rumor . . .

Another question in the minds of many Americans -- will we have food rationing again -- was partially answered by the crop report issued March 20, indicating another bumper U.S. food harvest for 1946. Farmers have indicated intentions to plant 357,250,000 acres of crops, compared with 357,000,000 acres last year, and 355,000,000 acres for the 1934-35 average. Most of the time, housewives aren't too interested in a lot of lengthy figures on crop acreages. But this is one time when they are...and they have plenty of company in Europe, where we have become the Mother Hubbard for millions. Welcome news is the fact that another bumper wheat crop is in prospect. And acreages of oats, peanuts, and rice are expected to go over national production goals set earlier this year by Secretary of Agriculture Clinton P. Anderson.

Intended acreages of feed grains and sorghums show an increase of one-third million acres over 1945, but with grain consuming animals, including chickens, on January 1, 1946, slightly above a year earlier, the increase is needed to maintain continued relatively high levels of livestock production. Rice acreage will reach an alltime high, and acreages of oats, and peanuts are expected to be above recommended national goals. A 20 percent increase has been indicated for sugar beets... and vegetable growers report a ten percent increase in plantings for canning and processing, while truck crop acreage for fresh market may be 5 percent larger. Least favorable is the outlook for vegetable oil seed crops, with 1946 soybean acreage at 12 percent less, and flaxseed 14 percent. Of course, whether farmers carry out their intentions through to harvest depends on a number of factors, including the weather and adequacy of farm labor and new farm machinery.

THE FOURTEENTH MEMBER

The big job ahead of radio women, and all of us who are working actively to promote the program to conserve food is to make every homemaker in the United States feel that she's an ex-officio member of the committee of 13. That's the committee, with former President Hoover as honorary chairman, and Chester C. Davis as chairman, which is formulating the guiding policies of this program to help feed starving millions all over the world. It may be rather hard for a good many of your listeners to realize the urgent need for starting right now to save food. After all, most stores have bread whenever we go to buy it...there's still plenty of cereal, macaroni and other wheat products on the shelves. Furthermore, there's more cooking fat and oil around than we've had for a long time. All this doubtless combines to make many people feel that the food shortage isn't really as acute as some alarmists would have us believe.

The reason for this is that the world food crisis has been brought into focus only recently. Early this year we began to receive reports that drought damage in many countries had been worse than anyone realized, that more food had been consumed than had been anticipated, and that we'd used up our own stocks of many commodities...particularly wheat...faster than we'd expected. Furthermore, some countries were found to have underestimated their needs, or over-estimated their ability to meet them.

This and other background information has appeared in Round-Up during the past few weeks, but here's a summary of facts you may find helpful, to show exactly where we stand on the food situation: world food production per capita has been cut 12 percent below prewar figures. Production in continental Europe, which normally imports 10 percent of its food, is 20 percent below prewar levels. Drought in French North Africa has cut food output to half of prewar, thus cutting off a valuable export area, and creating instead a deficit area. Drought has sharply reduced crops in South Africa. Argentina's wheat crop is two-thirds of prewar normal, the second short crop in a row. There'll be less than one-fourth as much rice for the Far East to export as before the war. Japan's food output is three-fourths of prewar. In the following countries, production is below average: Australia, India, China, Manchuria, Formosa, and many parts of Latin America. Russia has stepped up food production, but its output is still below prewar levels.

When all this is added up, here's the answer: 100 million people in Europe will be starving this year. Several million may die of starvation in India. In China, thousands die by the roadside every day.

Wheat is the food most urgently needed for shipment overseas, because it's easiest to transport and can feed the most people in the shortest time. A million tons of wheat means a half year's supply of bread for 20 million starving people... and we can supply this amount of wheat if every American will only save two slices of bread a day.

Fats and oils are desperately needed too, for maintaining a minimum level of health, and also for use as soap, to fight the diseases now rampant throughout Europe and Asia. A teaspoon of fat a day, saved by every man, woman and school child in the United States, will mean a total saving of at least one million pounds of fat a day.

In the words of the President's Famine Emergency Committee: "To avert hunger, we cannot fail to meet this call. If we fail, we shall see a world of disorders which will paralyze every effort at recovery and peace. We shall see the death of millions of fellow human beings. Guns speak the first word of Victory, but only food can speak the last word."

HOOVER INTERVIEW

Herbert Hoover, appointed by President Truman honorary chairman of the Famine Emergency Relief Committee, is in Europe now, surveying food needs of the various countries. He is accompanied by a group of food and relief experts, representing various government agencies, including Dr. Dennis Fitzgerald, director of USDA's Office of Requirements and Allocations.

Hoover was interviewed just before his plane took off and he made some comments worth remembering and repeating. He pointed out that the present crisis is much worse than that after the first world war, because 500 million people are involved instead of 400 million. World War II was longer than the first war, and the agricultural destruction much greater, so that crops have been steadily decreasing in war-torn countries. Mr. Hoover said, in fact, that this famine is the worst since the thirty years war. Then, one-third of the people died, since there was no relief. Now, as he said, many more will be saved, because we are making every effort to save the greatest possible number. The conclusion of his brief good-bye talk is worth quoting, and you may want to do so, if you haven't already. Here it is.

"At the present moment it does not look as if there is enough food to cover the whole problem, and it is the purpose of this mission to see how far we can make it go. It looks impossible to save everybody, but we will save everyone we can."

THE OATS STORY

There's a larger supply of oats for food in the United States than there has been for several years past, which is good news in these days of the wheat shortage. You see, one average serving of oatmeal equals two slices of bread in food value, and there are many ways in which oatmeal can take the place of bread in the diet. USDA's Bureau of Human Nutrition and Home Economics tells us also that there's even more nourishment in oatmeal than in whole wheat in some respects. In the milling process, when the outer hull has been removed, the entire kernel is left, and this is what contains the germ and other vitamin and mineral-rich portions of the grain. Oatmeal contains calcium, iron, and thiamine. It's a protein food too, and combined with milk, eggs or meat, the proteins of the plant and animal foods supplement one another to form a highly nourishing combination.

As you probably know, there are several forms of oatmeal. First, there's the coarsely ground kernel, which is true oatmeal. Then, there's the more familiar form called rolled oats, prepared by steaming and then flattening the kernels between steel rollers. Finally there's the time-saving variety called quick-cooking rolled oats. To produce this, the kernels are cut and flattened even thinner than for the regular type of rolled oats.

Oatmeal can be used in place of some of the wheat flour to make highly nutritious bread, muffins, biscuits and cookies, and also can be used in place of bread crumbs in certain meat dishes, such as meat loaf. You can help your listeners in planning meals that fit into the conservation picture by getting out the recipes of this type which you doubtless have in your files. And try to choose those which are fat-saving as well as wheat-thrifty.

SPRING CLEAN-UP WEEK

Has spring clean-up week been announced in your locality yet? If so, you may have done something about it already on your program. If not, it's a good idea to be thinking about it, because you may receive requests from the extension service people, your county agent or home demonstration agent, to give some program time to this important activity. No definite date is set for this observance nationally, by the way, since it depends on the weather. The clean-up program should be planned for as early in the spring as possible, however, varying from March in the South to May in the North. Some states and counties will proclaim an official clean-up week, but if this is not done, every farm community should choose its own date.

USDA's Safety Council is cooperating with the National Fire Protection Association in this campaign, and here are some rather startling figures to show the necessity for it. About 90 million dollars worth of farm property is destroyed by fire each year. On the average, around ten lives are lost in farm fires every day.

When it comes to accidents, over 17,000 farm residents are killed, and approximately a million and a half are injured in accidents each year. There's no accurate data on the number of deaths and the amount of disease caused by unsanitary water supply, trash, and so forth. There's no question though, that these conditions are a menace to rural health.

Accident Prevention Ideas

As for specific suggestions, here are several which you might like to pass along. These are ideas which farm women might be able to follow, without any particular assistance from the men. And you might point out also that householders in towns and cities could profit by following some of these suggestions: 1. - See that yards and all areas surrounding the house are free of broken glass, barbed wire, nail-studded boards and other dangerous litter. 2. - Avoid storing oil or paint soaked rags or waste in closets, basements or other storage places. See that a covered metal can is provided for such storage. 3. - Keep closets, basements and attics free from loose or piled paper, and other material that might be a fire hazard. 4. - Take care that all steps, porches and stairways are in good repair and clear of rubbish and all tripping hazards, and also adequately lighted. 5. - See that all flues, chimneys and stovepipes are kept clean and in safe condition. 6. - Make sure that the electric wiring in the house, garage, barn and other farm buildings has been checked and the necessary repairs made to prevent short circuits and other conditions which might start fires. 7. - Take active steps to kill rats and remove rat harbors. 8. - Have sanitary conditions checked around springs, wells and cisterns so that the water supply may be kept safe and sanitary. Also, find out whether the water supply has been tested recently by your public health officer. 9. - Provide safe storage for kindling and other fuel, well away from stove or fireplace. 10. - Check to determine that floors, walls, ceilings and partitions are protected from overheating of stoves, furnaces, and pipes. 11. - Keep all light bulbs, switches and electric motors free from cobwebs, dust and dirt.

Spring clean-up week, to be effective, must be a family job. Mother may have to be the spark-plug, however, so you can help a great deal by stimulating her interest.

GARDENING WITH A PURPOSE

You can tie the home garden campaign right in with the food conservation campaign in your broadcasts this spring.

Secretary of Agriculture Clinton P. Anderson said recently: "We shall do all that is humanly possible to keep faith with the starving people of other nations, by making available as much of our food as we can possibly spare. How much we can spare is up to the people of America. Certain farm goals have been raised. Various controls have been imposed on the use and movement of critically needed foods. This will not be enough. Every family must bear a part of the burden by conserving food in every practical way, and by raising a Victory garden if possible."

By the way, to answer the question? "Will they still be called "Victory gardens"? Secretary Anderson says "Yes." He feels there's no reason for changing the name, even though the war is over. The victory is not complete and will not be until the wounds have been healed, the earth in full production again, and the starving victims of war eating regularly. The name "Victory Garden" is a household phrase throughout the country...let's keep it.

Here are some good reasons you might give your listeners for growing a garden in 1946. 1. - A garden helps add a bit to the world food supply. It supplies part of a family's food needs, and thus releases food stocks that can be used elsewhere in the world. 2. - Careful planning of a garden means supplying the family's needs for fresh vegetables, something extra for preserving. 3. - Successive plantings will give continuous supplies and late crops. 4. - A garden helps increase family security, by giving protection against possible food shortages, saving money on food bills, providing better nourishment, and increasing the value of the home investment.

You can help to follow through on the slogan of the Victory garden program... "Garden and conserve...to save what we've won."

KEEP PLUGGING POULTRY

Poultry's plentiful, as you know. But you might put a bit more emphasis right now on roasting chickens, fowls and heavy turkeys, since the fryers and broilers seem to be moving well in most markets. A savory roast chicken or turkey is always popular as the piece de resistance at family or company dinners, and it usually provides some grand leftovers, to be served cold or hot.

Incidentally, you might suggest poultry stuffing as an excellent way in which to use up dry bread or crumbs, when you're talking about bread conservation. Also, as a variation on a familiar theme, mashed potatoes can be used as the base of poultry stuffing. You'll find this idea in the USDA booklet "Poultry Cooking." (We have a limited supply in case some broadcasters don't have a copy of this excellent booklet on hand. Write Information-Service, PMA, 821 Market Street, Room 609, San Francisco 3, California.) Perhaps you'll want to suggest adding chopped mushrooms, or nutmeats to give it special interest. No matter how you stuff it, there's nothing more delicious....and plentiful use of poultry at this time will help conserve other important foods.

CELERY BUYS

Celery can certainly be pointed out as a plentiful vegetable these days. Most of the crop is from Florida, with a good share from California.

You might want to emphasize the difference in the two types available. Golden heart is the blanched celery now on the market, and pascal can be recognized by its green color. During the last ten years, California has switched from golden heart variety to pascal, and Florida is tending in that direction too. It seems the public is coming more and more to demand the pascal type. This celery has thicker, more meaty branches and is less stringy. Also the public is becoming less prejudiced toward a green celery.

While Colorado and Utah celery growers produce well-blanced celery, most growers in other sections of the country have not adopted practices necessary to produce the white branches.

GREEN ACCENT

Spinach is in good supply at most of the nation's vegetable counters, and that holds true here in the West. This vegetable green is still coming principally from Texas. And shipments will continue from this state until April. Arkansas, the Norfolk area of Virginia, and Oklahoma, will be distributing their spinach during April. Later, home grown supplies will be available in most sections of the country. While prices of Texas spinach have advanced from the low point in the middle of March, spinach is still reasonable in price.

California increased plantings of spinach for commercial processing over 40 percent this year. At present, even though local canneries have been tied up by strikes, it's not expected that there will be an appreciable increase in shipments of fresh spinach from California this spring.

CAULIFLOWER NOTE

Cauliflower is fairly plentiful, and just about all the crop is from California at this time. The winter harvest, which lasts through March, is slightly larger than last year. The spring harvest of this vegetable begins the first of April, and is expected to be as favorable as last year. Cauliflower is slightly higher in price than a few weeks ago, but more reasonably priced than a year ago at this time.

We can thank the farmer for the attractive snowy-white color of the cauliflower. If it weren't for the farmer's tender care, this vegetable would be all green.

When the cauliflower is in the growing stage, the outer leaves resemble those of the cabbage. About the time the flower formation is the size of an egg, the farmer pulls the leaves up around it and ties them at the top. This keeps the sun away from the inner part and it blanches to the white color we're used to.

And because of the close kin of the cauliflower to the cabbage, your listeners may be amused by this saying of Mark Twain's --- "cauliflower is nothing but a cabbage with a college education."

PACIFIC MARKET PANORAMALos Angeles

BEST FRUIT BUYS.....Grapefruit, loose small size oranges
 IN MODERATE SUPPLY.....Packed medium to large size oranges (ceiling), avocados (higher), limes, lemons, tangerines.
 IN LIGHT SUPPLY.....Apples (ceiling), pears, bananas (ceiling), Hawaiian and Cuban pineapples (high)
 BEST VEGETABLE BUYS.....Cauliflower (lower), celery (lower), cabbage (lower), carrots (lower), lettuce (lower), potatoes (lower)
 IN MODERATE SUPPLY.....Bunched vegetables (lower), green onions (lower), yellow chili peppers, broccoli (fairly high), peas (lower)
 Italian squash (higher)
 IN LIGHT SUPPLY.....Onions (ceiling and above), asparagus (high), leeks (high)
 Bell and green chili peppers (higher), sweet potatoes (ceiling), tomatoes (ceiling), eggplant (high), Florida snap beans (ceiling), Brussels sprouts (high), artichokes (high), garlic, mushrooms, white summer, yellow crook-neck, banana and Hubbard squash (all high), hothouse cucumbers (high)

San Francisco

BEST FRUIT BUYS.....Grapefruit and oranges (at ceiling except small sizes)
 IN MODERATE SUPPLY.....Avocados
 IN LIGHT SUPPLY.....Tangerines
 BEST VEGETABLE BUYS.....Potatoes, cauliflower, broccoli, spinach, artichokes (lower), asparagus (lower), peas (below ceiling)
 IN MODERATE SUPPLY.....Lettuce (lower), celery
 IN LIGHT SUPPLY.....Peppers (higher), tomatoes (ceiling), dry onions (ceiling)
 hothouse cucumbers

Portland

BEST FRUIT BUYS.....Grapefruit, oranges
 IN LIGHT SUPPLY.....Apples, pears
 BEST VEGETABLE BUYS.....Topped carrots, rutabagas (low), cabbage, cauliflower, spinach, green onions, lettuce (ceiling), potatoes
 IN MODERATE SUPPLY.....Celery, peppers (lower), rhubarb
 IN LIGHT SUPPLY.....Dry onions, peas (high), California asparagus (lower), tomatoes, winter spinach

Seattle

BEST FRUIT BUYS.....Limes, Arizona and Texas grapefruit, oranges
 IN MODERATE SUPPLY.....Avocados (lower)
 IN LIGHT SUPPLY.....Apples (small to very small at ceiling), bananas
 BEST VEGETABLE BUYS.....Artichokes, cabbage, cauliflower, celery, lettuce, green peas, peppers, new red potatoes, spinach, zucchini squash, green onions, rutabagas (all lower priced), mustard greens
 IN MODERATE SUPPLY.....Asparagus, broccoli, Brussels sprouts, carrots, dry onions, old crop potatoes, sweet potatoes, tomatoes, topped beets, parsnips, turnips
 IN LIGHT SUPPLY.....Hothouse rhubarb

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Radio Round-up

A weekly service for Directors of
Women's Radio Programs

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Here are latest developments on the national emergency food front....information about the picture "Over There"...facts and ideas that tie into this tremendous food supply undertaking before us in America. We'll be sending you fact sheets on the Famine Emergency Campaign and Victory Gardens in the near future. Meanwhile, these stories may give you some program suggestions.

Facts on fish to give your listeners when you tell them that fresh and frozen fish are an April "abundant food."

The pickins' in several markets are a little slim on the variety side. New and different recipe ideas for grapefruit, cauliflower and potatoes should be gratefully received by your listeners. The same goes for eggs...and leftover turkey...for there'll be plenty leftover when the average-sized family tackles one of those 20-pound birds, which is a meat bargain in anybody's language.

U. S. Department of Agriculture

Room 609
 821 Market Street.
 San Francisco, California

MEETING THREE OF THE FEC

The third meeting of the Famine Emergency Committee took place a few days ago at the United States Department of Agriculture. The question was raised as to the saving in bread which already has been effected through the voluntary cuts that have been requested. No over-all returns have been received yet, but one large baking company did report an "appreciable but inadequate" reduction in sales. Whenever the baker says that the saving was inadequate, it appears there is a great deal more information work to be done.

The matter of rationing bread came up, and two main arguments against it were presented. The first was the element of time...it is believed we would be unable to get a rationing system in operation quickly enough to bring about the savings which are necessary immediately. The next four months is the critical period, and it would take a minimum of four months to establish rationing. The second objection was that low income families depend much more on bread as a main article of diet than do high income families. Therefore, bread rationing would work an undue hardship on these people. The general opinion of the Famine Emergency Committee is that if it every becomes necessary to ration food again, bread will not be included.

This may help you to answer questions you are receiving now, and can be tied in with either food conservation suggestions, or Victory Garden talks.

NOTES ON THE GARDEN CONFERENCE

The National Garden Conference opened in Washington on March 26, with national and community garden leaders from all over the country in attendance, and with Paul C. Stark, Director of the National Garden Program, presiding. There were talks by Secretary of Agriculture Clinton P. Anderson, H. L. Wilson, Director of USDA's Extension Service, Chester C. Davis, Executive Secretary of the Famine Emergency Committee...and a special message to the conference from President Truman, read by Mr. Anderson. You may like to quote some of their remarks in your broadcasts on gardens, so here are a few that seem particularly noteworthy:

President Truman: "...the great conflict is over, but this is no time to let up...not while hunger stalks the world. Food is today the most sought after commodity in the world...we are now challenged to help win this global war against hunger. Hungry people make poor disciples of democracy. Food is still one of the most vital weapons in securing a lasting and stable peace. Growing more home gardens is one way to help. Every pound of food eaten fresh from the garden, or preserved for use next winter, will release an equivalent amount of food to be shipped to the starving millions..."

Secretary Anderson: "...everyone in this assembly knows that we are facing the most serious international food crisis of modern times...at least until the next harvest we shall need to ship every bit of food we can spare. And we can expect a continuation of the need for relief feeding in 1947. It will take another growing and harvest season to build up our own reserves again...we must prepare for all our needs and we must plan on producing considerable quantities above those needs, to provide a margin for safety..."

Chester Davis: "...gardens will help us conserve wheat by providing extra vegetables to make up for less bread and cereal. They will cushion against shortages which may develop here and there during the critical months. They will enable many more people to can and preserve foods, making it possible for them to donate more to collection campaigns for foreign relief. Gardens will, in short, help us meet our goals for export and protect us against shortages at home."

M. L. Wilson: "...if the many groups represented here go home in full support of the recommendations your conference will adopt, we may have hopes that this program for better gardens and better homes and better communities throughout the nation will be one of the real factors that will contribute physical health and greater moral and spiritual value to everyday American life. And these, after all, are the values on which civilizations are built."

FOREIGN FOOD FACTS

Here's some current information about the food situation in certain foreign countries, compiled by USDA's Office of Foreign Agricultural Relations from reports received since the first of March. You may like to include some of this in your program material.

Belgium: The total planting of winter wheat, winter barley, rye and other grain crops is considerably lower than last year, and only a small spring wheat planting is expected. Belgium also has reduced its daily bread ration from a little less than 16 ounces to about 13 ounces, has raised the extraction rate of flour from 80 percent to 83 percent, and now requires the incorporation of 10 percent rye in bread.

Canada: The government is urging a food program designed to increase production and encourage conservation. For instance, farmers are being urged to plan maximum production of foodstuffs over the next four years; consumers are being urged to conserve on wheat and wheat products, and to grow home gardens; reduction of inventories of wheat and wheat products is to be encouraged; priorities for rail transportation of wheat for export have been established; wheat for domestic milling is being reduced by 10 percent over 1945 figures, and wheat for distilling by 50 percent. Special arrangements are being made to encourage immediate marketing of wheat stored on farms.

China: The Canton rice harvest outlook is poor, due to insufficient rains. The arrival of relief supplies is the main hope of alleviating the food shortage. Some flour and canned milk have been distributed through UNRRA, but these have been hardly adequate.

Czechoslovakia: The Minister of Agriculture reports a current shortage of 100,000 farm workers, in the face of an anticipated increase in need. This is due to the departure of Sudeten Germans, including about half a million farm workers.

Poland: The Polish government now requires farmers to sell part of their harvests to the government at regulated prices. This action was taken in order to be able to supply residents of cities with bread and flour at low prices for their ration cards. As an incentive, a system of cash prizes has been devised for farmers.

HOME CANNING COMMENT

Apropos of the references to food preservation made by the speakers at the National Garden Conference, here is the latest news we're able to get regarding the prospects for canning equipment this year. You'll be glad to hear that no shortage is likely.

There seems to be plenty of jars and tops on hand, and no shortage of these is anticipated. As for rubber rings, more natural rubber is available, which will make the quality better, and the supply seems plentiful. The outlook is favorable as regards pressure and water-bath canners. There's more aluminum this year, of course, and a more than adequate supply of enamelware.

There are two scarce items which enter into the home-canning picture. One is tin and the other is sugar. Tin for cans is scarce, so it is hoped that home canners will use glass as much as possible. It's hardly necessary to elaborate on the sugar situation. We all know that story, and while spare stamp number 9 in Book 4 is now good for 5 pounds of sugar for canning, OPA tells us that only one more stamp for canning sugar will be issued this year. For that reason, urge your listeners to go easy on sugar and save all they can for this purpose.

TALKING COLD TURKEY

Storage stocks of turkey are now at a record high for this time of the year. That's good news, since the king of holiday feasts is no longer associated with cool weather meals, but is getting to be more and more a year-round meat choice. The chief problem, though, with this bountiful supply is that most of the storage birds weigh 20 pounds or better. That means they are more desirable for large family dinners or for hotel and restaurant trade. So if you're not planning a large dinner, or if your butcher doesn't sell cut up or halved turkey, you can order your share of this poultry meat at public eating places.

Storage turkeys will be available well into the summer months. They're something of a bargain right now...selling at a few cents under the Thanksgiving price. While the reduction may be only a few cents, this is unusual, as turkeys normally go up as storage charges accumulate; the large holdings account for the price cut.

As far as marketings of fresh turkeys are concerned, there's a price support program on breeder turkeys. This price-support program will aid producers in event of heavy disposal of breeding stock while grain is being conserved for shipment abroad, and while storage stocks of turkeys are large. These turkey hens purchased on a dressed basis by the U.S. Department of Agriculture may be sold back to the commercial trade; to other government agencies; transferred for use under the school lunch program or to institutions; or converted to canned form for disposition to any of these outlets. However, because of the tight freezer storage situation, it is believed that most of the purchases made by the Department under the price support program will be for canning. In such forms it will be possible to hold turkey for longer periods.

Because of the storage problem, and in face of heavy disposal of breeding turkeys this spring, the U.S. Department of Agriculture is calling for greater use of turkeys at this season.

CONSERVATION CONTESTS

Here's an idea which some of you broadcasters may have had already, but if not, perhaps it's worth considering. The Famine Emergency Campaign puts it up to all of us to take every possible step that will result in saving lives and the one thing everybody can do is to conserve food. As a feature of your program, you might conduct a contest and offer prizes for the best conservation suggestions. Many women have pet ideas about bread conservation, and there are various things to be done in connection with the saving of fats and oils, which already have been tested and approved in many home kitchens. You might conduct a menu-contest too, offering prizes for the best-planned menus, from the standpoint of both conservation and nutrition. Or you might set aside one day a week on your program, on which you could feature the "recipe of the week" . . . a conservation recipe, of course, to be chosen from those submitted by listeners.

Any action you can take to stimulate conversation about conservation among your listeners . . . followed up by action, of course . . . will be of definite assistance. Secretary Anderson's warning to the National Garden Conference that we can expect a continuation of the need for relief feeding into 1947 should be heeded.

ON BEING A GOOD EGG

Something to crow about . . . that's the present decision on eggs. Our supply of this important protein food is largest in the spring, the peak of production in April. What's more, springtime eggs have many sales points. First of all, eggs are fresh, as they're moving direct from farm to consumer. Our storage stocks are just about all sold, and during the flush season of production, there are not only enough eggs for all markets, but surplus supplies move into storage for use the coming fall and winter.

Besides being fresher, spring eggs are generally of higher quality. The weather is largely responsible. Eggs do not freeze in hen houses on balmy days, nor is it hot enough for them to deteriorate rapidly in movement from farm to town. In other words, eggs are of best quality when newly laid, and the spring weather is favorable for their transit. At this time of the year too, there's a larger number of pullets . . . or young layers . . . in farm flocks. Generally, young hens are healthier and more productive. Also, in the spring, hens are not bothered by moulting, as they are later in the summer.

Another important point for these spring eggs is the price . . . during the flush production months eggs are at their most favorable price range. You might also like to review for your listeners the federal weight standards for eggs. Large eggs usually weigh two ounces each. That means eight large eggs would make a pound if you were buying by weight rather than by the dozen. Medium eggs must weigh 21 to 23 ounces per dozen. Small eggs must weigh at least 18 ounces to the dozen . . . although there is no "maximum" weight required under OPA pricing regulations.

When the price difference between the various sizes is great enough, the consumer will do a more economical shopping job if she knows these weights, because she may actually get more for her money by buying the medium or small eggs.

IT FITS IN A NUTSHELL

What the average homemaker can do in the emergency food program actually "fits in a nutshell"...but the effect of what she does, when multiplied by all the homemakers in the country... determine whether or not we'll be able to supply the food in sufficient time to save the millions in Europe and Asia now facing famine and starvation.

It's a "nutshell" that can multiply into millions of bushels of wheat, into thousands of pounds of fats and oils.

Yes, the homemaker's part in this tremendous food supply program can be said in three simple sentences...simple to say, and simple to carry out...first, conserve bread and other wheat products...second, conserve fats and oils...third, eliminate the waste of all edible food in the home.

HARVEST INTERRUPTION

If you check this week's Pacific Market Panorama, on page 8, you'll find oranges are conspicuous by their absence in two California markets...the state which grows 'em!

Reason for this current shortage can be laid in the lap of Old Man Weather. Spring rains have slowed the harvest in southern California. Thus, currently, supplies of oranges may be a little lighter than we'd expect at this time of the year. Grapefruit are the universal "best buy" in fruits up and down the coast, and will have to "sub" for oranges temporarily, until this harvest interruption no longer influences market supplies.

Thus, it might be well to check on the local market picture before you recommend oranges as one of the "abundant foods" on the list included in last week's Round-Up.

WITH AN IMPORTER AIR

Better than 207,000 cases of sild sardines from Norway are coming into this country in the very near future. In all probability some of these imported fish will be on your grocery shelves within the next four to six weeks.

These sild...that's the Norwegian word for herring...sardines will be packed principally in aluminum...and some will be in tin containers. The popular three-and-three-fourths ounce-size can should sell for as low as nineteen or twenty cents.

Many folks will again welcome the gently smoked flavor of these imported fish, which have not been on our markets since the invasion of Norway in the early days of the war.

TESTED AND APPROVED

You can tell your listeners not to worry about the results they'll get from the new 80 percent flour in home baking. Food specialists of USDA's Bureau of Human Nutrition and Home Economics say to follow your regular recipes, unless the flour maker gives specific instructions for the use of his own brand.

There's a faint chance that minor adjustments may be necessary with some brands of 80 percent flour, but not enough to cause baking failures. Most women experiment a bit with recipes anyway, and if, for instance, the dough or batter of some favorite recipe seems a little soft, when the new flour is used, a bit of extra flour may be added, or slightly less liquid used. The samples of flour which have been tried in the test kitchens of BHNHE in regular biscuit, muffin and plain cake recipes have given satisfactory results.

FISH PAYS IODINE DIVIDEND

Do you live in a "goiter belt" of the United States? This is an area where the iodine content of the soil and water is low, and therefore where the residents are more than usually susceptible to goiter. This is especially true of the states around the Great Lakes and the Northwestern states. For families in such areas, special planning of meals is necessary, in order to assure the small but steady supply of iodine the body needs.

Nutritionists of USDA point out that one excellent source of iodine is seafood, if it is eaten at least once a week. Remember...it's saltwater fish, not fresh water, from which we get iodine, although the latter are rich in other food values. You might like to remind your listeners about the importance of iodine in the diet, tying it in with your suggestions about the use of seafood. Incidentally, modern methods of canning, freezing, and refrigerated transportation, bring good supplies of seafood even to cities far inland.

As you probably know, iodized table salt is a good source of iodine, and the best way yet found to make sure of getting a supply into the diet regularly. It's especially valuable to families on farms and in small towns, where less seafood is obtainable, and where locally-grown produce is used almost exclusively. Most natural salt contains iodine, but it may be lost during refining. In iodized salt, about the same amount is restored as is lost through refining. About half of the salt now sold is iodized, so it pays to read the label.

Here's a word of warning about iodized salt, however. Although it helps prevent simple goiter, it may be harmful to one that is far advanced. The Council on foods of the American Medical Association makes this statement: "... persons over 30 years of age with any swelling of the throat should not use iodized salt unless they do so under the direction of a competent physician."

PREVIEW OF THE MARKETS

Here's a quick listing of best buys in the fruits and vegetables for the Pacific Coast...details of which regularly appear on the next page. In fruits, it's grapefruit. In vegetables, the list is longer...potatoes, cauliflower, and spinach.

PACIFIC MARKET PANORAMA

Los Angeles

BEST FRUIT BUYS.....	Lemons (lower), grapefruit
IN MODERATE SUPPLY.....	Navel oranges (higher), avocados (slightly higher), tangerinos, limes (slightly higher)
IN LIGHT SUPPLY.....	Apples (ceiling and above), Winter Nolis and Anjou pears, bananas (ceiling), Hawaii and Cuba pineapples
BEST VEGETABLE BUYS.....	Cauliflower, potatoes (Russets slightly higher, Italian squash (lower)
IN MODERATE SUPPLY.....	Celery, asparagus (lower), peas (lower), carrots, bunched vegetables, lettuce (higher), rutabagas
IN LIGHT SUPPLY.....	Onions (above ceiling), tomatoes (ceiling), leeks (high), broccoli (high), peppers (higher), white summer squash (high), Banana and Hubbard squash (high), sweet potatoes (ceiling), eggplant (high), hothouse cucumbers (high), Brussels sprouts, garlic, mushrooms, artichokes (all high), Florida snap beans (ceiling)

San Francisco

BEST FRUIT BUYS.....Grapefruit
IN MODERATE SUPPLY.....Avocados
IN LIGHT SUPPLY.....Oranges (ceiling), lemons, apples
BEST VEGETABLE BUYS.....Cauliflower (lower), potatoes, spinach (low priced),
asparagus (slightly lower), lettuce, peas, squash
(slightly lower)
IN MODERATE SUPPLY.....Celery (lower), artichokes (slightly higher), broccoli
(slightly higher), peppers (slightly higher)
IN LIGHT SUPPLY.....Tomatoes (ceiling)

Portland

Seattle

BEST FRUIT BUYS.....Grapefruit, oranges
BEST VEGETABLE BUYS.....Celery, lettuce, spinach (all lower), potatoes
IN MODERATE SUPPLY.....Asparagus (lower), carrots, beets, turnips, rutabagas,
parsnips (slightly higher)
IN LIGHT SUPPLY.....Broccoli, cabbage, local hothouse rhubarb, cauliflower
(all considerably higher), dry onions (ceiling),
tomatoes